

November 2, 2011
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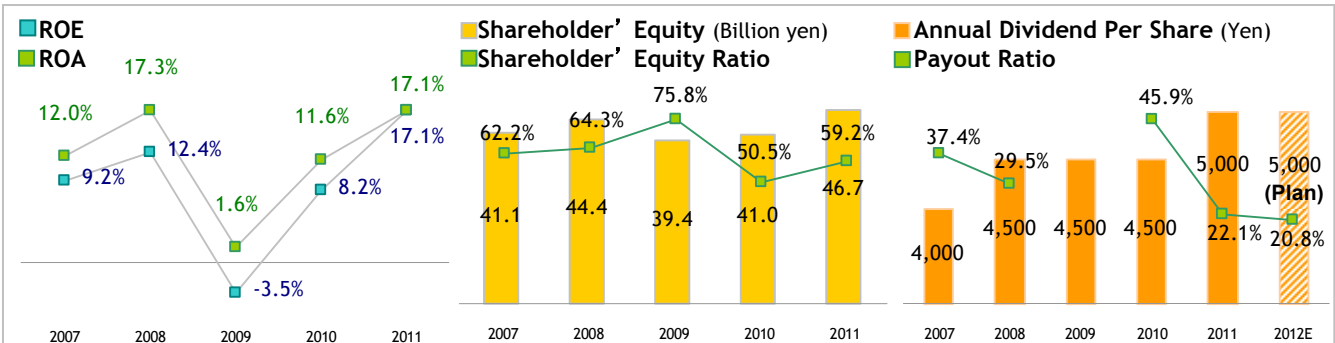
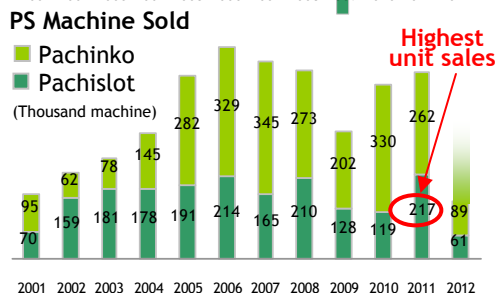
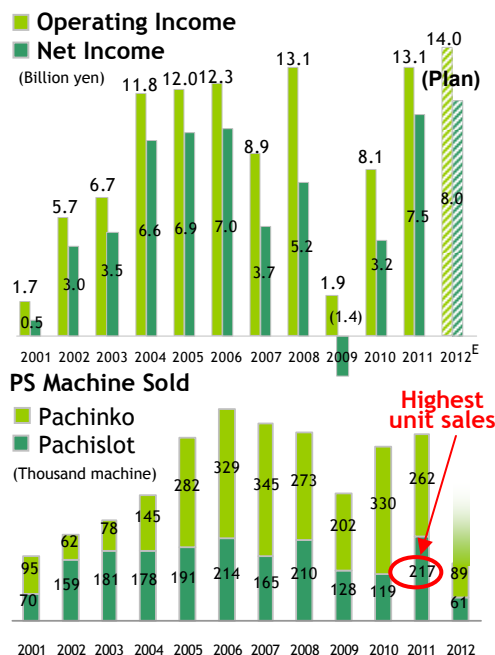
Financial Flash Report



Financial Results and Forecast (Consolidated) (Japan GAAP)

Q2 result progressed as planned and the full year projection will aim for highest ever profit

(Unit: Billion yen)	3.2011	3.2012 E	YoY	H1	YTD
Net Sales	103.5	100.0	96.5%	33.3	33.3%
PS(Pachinko/Pachislot)	94.1	-	-	29.5	-
Mobile	2.0	-	-	1.1	-
Sports Entertainment	2.1	-	-	1.0	-
Other	5.8	-	-	2.2	-
(Adjustments)	(0.6)	-	-	(0.6)	-
SG&A Expenses	21.9	24.0	109.1%	10.4	43.3%
Operating Income	13.1	14.0	106.6%	1.5	10.7%
PS(Pachinko/Pachislot)	12.8	-	-	1.7	-
Mobile	0.2	-	-	0.06	-
Sports Entertainment	(0.2)	-	-	(0.03)	-
Other	0.3	-	-	(0.1)	-
(Adjustments)	0.008	-	-	(0.01)	-
Ordinary Income	13.6	14.0	102.3%	1.7	12.1%
Net Income	7.5	8.0	106.4%	2.4	30.0%
Total Asset	78.9	-	-	63.1	-
Net Asset	47.0	-	-	48.6	-
Net Income per share (Yen)	22,643	-	-	7,313	-
CF from Operating Activities	8.0	-	-	5.3	-
CF from Investing Activities	(4.3)	-	-	(1.9)	-
CF from Financing Activities	(3.9)	-	-	(1.2)	-
Cash and Cash Equivalents	15.6	-	-	17.7	-



Q2 Result Review

Recovery from the Earthquake in Eastern Japan

Regarding pachinko and pachislot market, the section of the supply chain which was affected by the earthquake has recovered. The pachinko halls sales made a steady progress despite beliefs that the sales figure would show a decline due to emphasis on reducing power consumption etc. this summer.

Big artist's pachinko title made hit sales of 70,000 units

The pachinko machine deploying Japanese superstar, Ayumi Hamasaki sold about 70,000 units throughout Japan.

Outlook Review

Big titles to be released in the H2 and aim for the highest ever profit

The Company's main business, pachinko and pachislot sales is heavily concentrated in the second half of the fiscal year. The Company is therefore aiming for its highest ever profit.

Group Business

As for Q3, a monthly comic magazine "Hero's", recognized as the core of the Company's contents development, will be issued in November 2011.

As for Q4, the film "BERSERK", produced by the Company's subsidiary Lucent Pictures will be premiered in February 2012.

**"BERSERK" is a manga series and has sold 24 million volumes in Japan and 7million overseas.

The below is a summary version of <Qualitative information> from "Summary of Financial Information and Business Results."
 For more details, a complete version of the Financial Results will be posted on our website near the end of November. (<http://www.fields.biz/ir/e/>)

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[Disclaimer]

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and facts, include potential risks and uncertainties and cannot be guaranteed. Potential risks and uncertainties include, but are not limited to, the economic environment of the pachinko/pachislot market in which the Company operates, market competition and the products handled by the Company.