

To all parties concerned:

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Notification of Revisions to Performance Forecast

Fields Corporation hereby announces that it has revised the performance projections made in the Summary of Financial Information and Business Results for the Year Ended March 31, 2011 announced as of May 12, 2011. As described below, such revisions were made taking into account recent trends in our business performance.

1. Revisions to the consolidated performance forecast for the year ending March 31, 2012

- (1) Forecast for the full year (April 1, 2011 to March 31, 2012)

(Unit: Million yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	100,000	14,000	14,000	8,000	Yen 24,088.04
Revised forecast (B)	92,000	8,400	8,500	6,000	18,081.11
Amount changed (B - A)	(8,000)	(5,600)	(5,500)	(2,000)	—
% change	(8.0)	(40.0)	(39.3)	(25.0)	—
(Reference) Results for the previous fiscal year (ended March 31, 2011)	103,593	13,136	13,684	7,520	22,643.86

- (2) Primary reasons for the revision

For the fiscal year ending March 31, 2012, the Company had planned a sales schedule weighted towards the second half in the pachinko/pachislot business, which was suffering in the wake of the Great East Japan Earthquake in March 2011. During the second half, based on how the market conditions were developing, the Company examined the timing of the introduction of new machines to see when they could best contribute to the constant attraction of customers to pachinko halls. The Company thereupon moved its major title releases from the third quarter to the fourth quarter.

Thanks to this proactive approach, the Company's performance has progressed largely as projected, except for the following more recent developments: (1) During the fourth quarter, the scheduled introduction of some Bisty-branded titles has been rescheduled to the next fiscal year. This was determined in accordance with their manufacturer's insistence on taking more time than planned in the development process to enhance the products' marketability, such as by complying with internal rule changes. (2) A currently released pachislot machine, "Monster Hunter", has been highly acclaimed in the marketplace, and the Company has received strong orders for it. However, since its manufacturer has experienced difficulties in procuring certain component materials due to the flooding in Thailand, it is likely that most orders will be delayed and will have to wait until the next fiscal year.

The revisions to performance forecast have been made to reflect the situations described above.

(Note) The above forecast relies on judgments and assumptions based on information available as of the date of announcement of this material, and is subject to changes in risks, uncertainties, and economy, and other factors that could cause actual results to be materially different from expectations.

◆ For inquiries or further information please contact: ◆

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