

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, 2012 announced as of May 9, 2012. 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, 2013

(1) Forecast for the full year (April 1, 2012 to March 31, 2013)

(Unit: Million yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	115,000	14,000	14,500	7,300	Yen 219.99
YoY (%)	24.7	64.2	67.4	21.8	—
Revised forecast (B)	107,000	9,000	9,000	4,500	135.61
YoY (%)	16.1	5.5	3.9	(24.9)	—
Amount changed (B - A)	(8,000)	(5,000)	(5,500)	(2,800)	—
% change	(7.0)	(35.7)	(37.9)	(38.4)	—
(Reference) Results for the previous fiscal year (ended March 31, 2012)	92,195	8,527	8,661	5,991	180.45

(2) Primary reasons for the revision

The business environment of the Pachinko/Pachislot machine market for the current period was as described below.

In the pachislot market, orders of large products tended to concentrate in the second half-year due mainly to the implementation of self-regulation. Meanwhile, the pachinko market showed a strong tendency for growth in demand for gaming machines with high product competitiveness. Products having new gaming aspects became extremely popular.

To address these market conditions promptly, the Company determined to further develop 3 main titles to enhance their product marketability, and revised the timing of their release upon consultation among manufacturers.

Despite these circumstances, the Company had expected to achieve the forecast, as the pachislot machines that were scheduled to go on sale in the second half (the below 2 titles) have high product marketability.

1. “Resident Evil 5” (manufactured by Enterrise Co., Ltd.), released in December, received far more inquires than in the past. However, both the Company and manufacturer could not satisfy all the demand, although we made our best efforts to solve a number of issues including delivery date, procurement of parts and production capability.
2. Although “EVANGELION” (manufactured by Bisty Co., Ltd.) that we are currently trying to market has been highly acclaimed for its models, other major titles released at the end of the year exhibited poor performance and lost the momentum for their large-scale introduction. Orders thus remained lower than anticipated.

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

The year-end dividend (forecast) will remain unchanged from last year’s at 25 yen per share.

(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.

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