

May 7, 2014

To all parties concerned:

Fields Corporation
 President and COO: Takashi Oya
 (JASDAQ code 2767)
 Inquiries: Hideaki Hatanaka
 Corporate Officer; General Manager,
 Corporate Communications Office
 Tel.: +81-3-5784-2111

Notice concerning Business Alliance with Daiichi Shokai Group

Fields Corporation hereby announces that it is entering a business alliance with D-light Co., Ltd. (“D-light”), a member of the Daiichi Shokai Co., Ltd (“Daiichi Shokai”) Group. The details are set forth below.

1. Reason for and details of the business alliance

With “The Greatest Leisure for All People” as its corporate philosophy, the Fields Corporation (“the Company”) cultivates and commercializes Intellectual Property (IP) that it acquired, owned and created in a diverse range of entertainment fields with a focus on IP such as characters. Within these business activities, the Company has formed alliances in the pachinko/pachislot business field with multiple leading pachinko/pachislot machine manufacturers in Japan to promote the sound development of the pachinko/pachislot machine industry through reciprocal use of management resources such as technology, know-how and IP, and the stable supply of high-quality products.

Daiichi Shokai is a pachinko/pachislot machine manufacturer that has ceaselessly undertaken the challenges of creation supported by solid technological capabilities. By focusing on manufacturing that is valued by users, Daiichi has become a trusted brand.

The Company and Daiichi Shokai agreed on the use of Fields’ IP and nationwide logistics network to support the creation and development of new pachinko/pachislot machines with a high degree of novelty, leading to the business alliance for conducting joint business with “D-light”.

The Company will cooperate with existing partner manufacturers and new partners on expanding the support of existing fans and attracting new customers with the aim of contributing to the sound growth and development of the industry.

2. Overview of D-light Co., Ltd.

(1) Company name	D-light Co., Ltd.
(2) Location	Ginza III. D BUILDING, 3-10-1 Ginza, Chuo-ku, Tokyo
(3) Title and name of representative	President Masafumi Miyamoto
(4) Business activities	Planning, development, and manufacture of pachinko/pachislot machines
(5) Common stock	10 million yen
(6) Establishment	June 8, 2000

3. Forecast

The impact of this business alliance on financial the Company's consolidated earnings for the year ending March 31, 2015 will be insignificant.

◆For inquiries or further information please contact: ◆
Corporate Communications Office, Fields Corporation
Shibuya Garden Tower, 16-17 Nampeidai-cho, Shibuya-ku, Tokyo 150-0036
Tel.: +81-3-5784-2109 Fax: +81-3-5784-2119