

To all concerned parties:

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**Kazuhiro Kiyohara Is Selected to Be 2006 Corporate Endorser
for the Fields Group**



Fields Corporation (Head office: Shibuya-ku, Tokyo; President and CEO: Hidetoshi Yamamoto) announces the selection of Japanese pro baseball star Kazuhiro Kiyohara as the 2006 corporate endorser for the Fields Group.

Kiyohara, one of Japanese baseball's premier power-hitters, has long captured the hearts of men and women of every generation with his spirited and passionate play. Through television commercials and various events, the Fields Group will make the fullest use of Kiyohara's tremendous appeal to provide even greater enjoyment from its entertainment products, and to further expand the circle of fans who enjoy these forms of entertainment.

Under its management philosophy of providing "The Greatest Leisure for All People," the Fields Group has been engaged in an unwavering process of planning, developing, and distributing entertainment content in a diverse range of spheres.

With Kiyohara, in the role of the corporate endorser, as the focal point, the Group will seek to enhance the synergistic effect of its members, including Fields Corporation, which contributes to the nurturing and growth of the pachinko industry through the planning, development, and sales of pachinko/pachislot machines that provide a sense of gaming and entertainment (the combination of an appropriate speculative level in the machines with excellent gameability); D3 Publisher Inc., which is involved in promoting game software and copyrights globally; Kadokawa Haruki Corporation, which is pursuing its media mix strategies in a variety of fields, including publishing, music, and movies; and Japan Sports Marketing Inc. (JSM), Japan's sole comprehensive sports marketing company, which is engaged in a multifaceted array of services, ranging from handling large-scale sports events to the management and training of athletes.

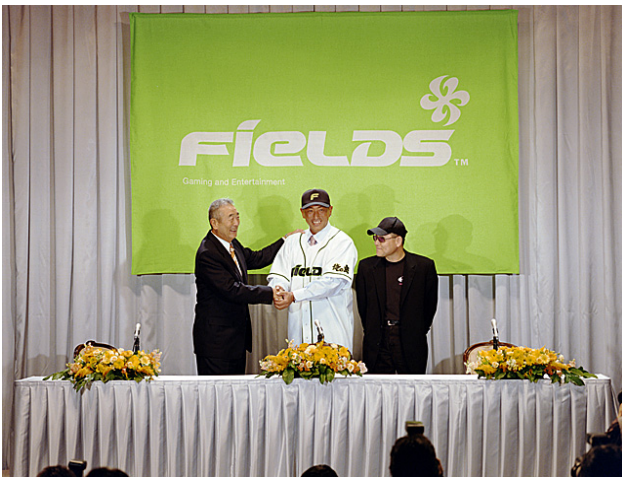
The television commercials featuring Kiyohara were created in three different versions.

The first version, “Kiyohara’s Big Announcement,” has Kiyohara participating in a press conference in which it is announced that he has joined an imaginary baseball club, the Fields Team. Also making an appearance in this version are Hall of Fame player Masaichi Kaneda, and Kevin Yamazaki, who is Kiyohara’s personal trainer in real life. Carrying out the role of the MC of the press conference is well-known announcer Kazuo Tokumitsu. Having these famous personalities play themselves lends an atmosphere of realism to the commercial.

The second version, “Kiyohara Makes His Pitching Debut,” portrays Kiyohara in the role of a pitcher. Kiyohara had been the ace of the pitching staff and the clean-up batter during his days in the Little League. As he had long dreamed of being a pro pitcher, Kiyohara put great passion into the filming at Seibu Baseball Stadium which had been reserved just for the shooting. In this version, Kiyohara is attempting to set a new Japanese record for the fastest pitch. And the record he sets is...

The third version is the “Animated Cartoon Parody.” The version uses “Ore no Sora,” a pachislot machine that is based on Hiroshi Motomiya’s comic and scheduled to be sold by Fields, as its motif. In this commercial, the way of life of Ippei Yasuda, the hero of “Ore no Sora” who is good at both studies and sports, is juxtaposed with Kiyohara’s way of life.

These commercials will be broadcast in a sequence by television networks throughout Japan. Everyone is sure to enjoy these commercials.



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