Summary

(Translation)

Fields Corporation
Summary of Interim Financial Information and Business Results (Consolidated)
Year Ending March 31, 2009

November 6, 2008

Company Name:	Fields Corporation (URL: http://www.fields.biz)
Listed on:	JASDAQ (Stock code: 2767)
Representative Director:	Takashi Oya President and COO
Inquiries:	Hideaki Hatanaka Executive Officer and General Manager, Office of the President, Investor and Public Relations Office
Tel:	+81-3-5784-2111

Planned Date for Submittal of the Quarterly Report: November 14, 2008
Planned Date for Start of Dividend Payment: December 5, 2008

(Rounded down to the nearest million)

1. Business results for the first half of the year ending March 31, 2009 (April 1, 2008, to September 30, 2008)

(1) Operating results (cumulative total) (Percentage figures denote year-over-year changes.)

	Net sales		Operating income		Ordinary income		Net income	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
First half, year ending March 31, 2009	41,590	—	3,252	—	3,023	—	845	—
First half, year ended March 31, 2008	64,648	37.2	7,822	65.7	7,464	49.9	3,077	38.3

	Net income per share	Diluted net income per share
	Yen	Yen
First half, year ending March 31, 2009	2,436.14	—
First half, year ended March 31, 2008	8,868.65	—

(2) Financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Millions of yen	Millions of yen	%	Yen
First half, year ending March 31, 2009	87,871	45,305	50.2	127,138.63
Year ended March 31, 2008	69,168	46,331	64.3	128,201.49

(Reference) Shareholders' equity
First half, year ending March 31, 2009: ¥44,117 million
Year ended March 31, 2008: ¥44,485 million

2. Dividends

	Dividend per share				
(Record date)	First quarter-end	Second quarter-end	Third quarter-end	Year-end	Annual
	Yen	Yen	Yen	Yen	Yen
Year ended March 31, 2008	—	2,000.00	—	2,500.00	4,500.00
Year ending March 31, 2009	—	2,000.00	—	—	—
Year ending March 31, 2009 (Forecast)	—	—	—	2,500.00	4,500.00

(Note) Revisions made to projections on dividends for the quarter: No

3. Forecast earnings for the year ending March 31, 2009 (April 1, 2008, to March 31, 2009)

(Percentages denote year-over-year changes versus the corresponding year-earlier period.)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%	Yen
Full year	75,000	(26.3)	10,000	(24.0)	10,000	(14.6)	5,300	0.1	15,273.78

(Note) Revisions made to the forecast earnings for the quarter: No

4. Other Information

(1) Transfer of important subsidiaries during the period under review (Transfer of specific subsidiaries that results in a change in the scope of consolidation): No

(2) Adoption of simplified accounting methods and special accounting methods applicable to preparation of quarterly consolidated financial statements: Yes

(Note) For details, see “4. Other” in Qualitative Information, Financial Statements and Other Data on page 7.

(3) Changes in accounting principles, accounting procedures, presentation method and others in association with the preparation of quarterly consolidated financial statements (Those which are stated in the “Basis of Presentation of the Quarterly Consolidated Financial Statements”)

1) Changes due to the revision to the accounting standards, etc.: Yes

2) Changes due to any reason other than those in 1) above: No

(Note) For details, see “4. Other” in Qualitative Information, Financial Statements and Other Data on page 7.

(4) Number of shares issued (common stock)

1) Number of shares issued (including treasury stock)

First half, year ending March 31, 2009 347,000shares

Year ended March 31, 2008 347,000shares

2) Number of treasury stock at end of year

First half, year ending March 31, 2009 — shares

Year ended March 31, 2008 — shares

3) Average number of shares outstanding (quarterly consolidated cumulative period)

First half, year ending March 31, 2009 347,000shares

First half, year ending March 31, 2008 347,000shares

*Explanation on the appropriate usage of forecast earnings and other specific matters

(1) No revisions are made to the consolidated forecast earnings as of May 14, 2008. The above forecast has been made based on information available as of the date hereof, and actual earnings may differ from the projected figures due to various factors that may occur subsequently.

(2) The Company has adopted the Accounting Standard for Quarterly Financial Reporting and its Implementation Guidance (ASBJ Statement No. 12) and the Guidance on Accounting Standard for Quarterly Financial Reporting (ASBJ Guidance No. 14) starting from the current fiscal year. The Company has also prepared quarterly consolidated financial statements in accordance with the Regulations on Quarterly Financial Reporting.

• Qualitative Information, Financial Statements and Other Data

1. Qualitative Information Regarding Consolidated Operating Results

(1) Overview of Operations for the First Half of the Year Ending March 31, 2009

Anticipating changes in the market environment, the Company has consistently focused itself on planning and developing merchandise rich in gaming and entertainment elements, by virtue of the marketing prowess a leading independent distributor enjoys and the planning savvy a fabless vendor has accumulated. In particular, the Company recognizes the importance of digital content as it forms the foundation on which the Company establishes its competitive edge. Acting on this, the Company has expanded into diverse fields of entertainment with a view to acquiring, creating and developing copyrights (merchandising rights) that offer superior entertainment features applicable in the field of pachinko/pachislot machines, and contents that open up new customer segments.

In the pachinko/pachislot business, the size of the market for pachislot machines shrank following increased replacement demand last year arising from the industry's complete shift to pachislot machines compliant with the new regulations. Moreover, between June and mid-July this year the industry voluntarily refrained from replacing machines in connection with the country's hosting of the G8 Summit at Lake Toya. Especially because of these factors, the Company initially expected the first half of the current year to be extremely challenging, but its performance results proved stronger than projected, as sales of pachinko/pachislot machines introduced during the second quarter (July–September) continued to do well.

In game, sports, movie, animation, mobile and other fields, meanwhile, the individual companies that comprise the Group stepped up their operations steadily in ways that sought to improve and enhance their independent earning potential. At the same time, they carried out a variety of programs to create content synergies with an eye on commercial application in pachinko/pachislot machines.

As a result of these above factors, during the first half of the current year, on a consolidated basis the Company posted net sales of ¥41,590 million, operating income of ¥3,252 million, ordinary income of ¥3,023 million, and net income of ¥845 million.
During the first half of the current year, the Company recognized ¥160 million in extraordinary income to account for insurance proceeds received and others, and posted ¥782 million in extraordinary losses to account for losses incurred, particularly by a subsidiary because of discontinued production.

(2) Analysis of First-Half Operations by Business Segment

1) Pachinko/Pachislot (PS) Field Segment

The pachinko/pachislot machine industry faces a major change in its market environment. Last year at pachinko halls nationwide, all installed pachislot machines compliant with the old regulations were replaced completely with pachislot machines compliant with the new regulations. In such circumstances, hall operators have implemented a variety of business efforts to broaden the fan base into new segments. These include the adoption of pachinko machines rich in gaming and entertainment elements and a market approach of reducing the lease fee for pachinko balls. At the same time, the operators have become exacting in evaluating and selecting the pachinko machines they adopt. A remarkable trend is that large orders are limited to pachinko machines that are highly rated and it is these machines that are becoming their primary earner.
Manufacturers have demonstrated a pronounced shift away from their previous strategy of supplying a great assortment of machine brands in favor of limiting their variety and investing time into planning and development to supply exquisitely created machines. This has led to a climate where the acquisition of high-potential content and the enhancement of planning and development capabilities decide who wins and who loses.

During the first quarter of the current year, the industry voluntarily refrained from replacing machines out of consideration for the country's hosting of the G8 Summit at Lake Toya in July 2008. In keeping with the above-noted circumstances, however, the pachinko machine sales business saw *CRA Neon Genesis Evangelion Premium Model*, designed less for gambling than for playing for fun, achieve total sales of 51,300 machines.
During the second quarter of the current year, competition intensified once the industry's voluntary replacement restraint in connection with the G8 Summit at Lake Toya had run its course. In this market environment, the pachinko machine sales business launched *CR Seven Samurai*, its first additional innovative title designed to create a new video entertainment experience, and 65,700 machines were shipped during the quarter (total unit sales of 82,200 machines). Likewise, the pachislot machine sales business marketed *Neon Genesis Evangelion—That time has come, now they're waiting for us*, the newest edition of the *Neon Genesis Evangelion* series, which received high acclaim in the marketplace and sold 72,600 machines during the quarter (total unit sales of 89,900 machines).
As a result of the above, during the first half of the current year, with unit sales of pachinko machines amounting to 137,500 and unit sales of pachislot machines coming to 79,200, the Pachinko/Pachislot (PS) Field segment posted net sales of ¥34,957 million and operating income of ¥5,569 million.

Part of total unit sales of the pachinko machine, *CR Seven Samurai*, and the pachislot machine, *Neon Genesis Evangelion—That time has come, now they're waiting for us*, will be included in the figures for the third quarter (October–December).

2) Game Field Segment
In the Game Field segment, the Company promotes the multi-use and global roll-out of content in pursuit of not only expanding revenues and earnings consistently within the field, but also acquiring and creating content for application in pachinko/pachislot machines.
During the first quarter of the current year, following slower growth in first-quarter sales of *darkSector*, introduced late in the previous year by the D3 Inc. group in a campaign to develop a blockbuster title, the Company allocated the estimated cost of implementing a price protection program. Meanwhile, a high-end game software rendition of *CR Neon Genesis Evangelion—The Angels Are Back Again*, created in synergy with the Pachinko/Pachislot (PS) Field segment, recorded continued strong sales, along with sales of *Ben10* and the *NARUTO* Series which continued to do well overseas.
During the second quarter of the current year, an extended period of sales of the above titles and others fell short of making up for the negative earnings impact and other issues experienced during the first quarter.
As a result of the above, the Game Field segment posted net sales of ¥4,127 million and operating loss of ¥1,619 million.

3) Sports Field Segment
In the Sports Field segment, the Company operates aggressively in accordance with its strategy that identifies B to C and B to B businesses in the field of sports as forming its two pillars.
During the first quarter of the current year, sales of sponsorships for a variety of sports activities continued to be strong, and the athlete management business reported continued strong results benefiting particularly from outstanding showings by athletes under contract. The Total Workout operation inaugurated a branch in Fukuoka in April, under its initiative to expand into cities outside of the major urban areas in Japan, and sought to acquire new members.
During the second quarter of the current year, the athlete management business continued to fare well. The Total Workout operation discontinued the branch at Ebisubashi in Osaka at the end of September under a program to review the current branch structure in order to make this business more profitable.
As a result of the above, the Sports Field segment posted net sales of ¥1,977 million and operating loss of ¥342 million.

4) Movies Field Segment
In the Movies Field segment, the Company has consistently invested in movies and content funds and more, in pursuit of commercializing movie content for application in pachinko/pachislot machines.
During the first quarter of the current year, two movies in whose production the Company has invested hit the screen. *THE PUZZLE OF GOD*, a film released in June, suffered a quite lackluster performance at the box office, and accordingly the Company has written off the investment.
During the second quarter of the current year, no new investment project was initiated in the movies business.
As a result of the above, the Movies Field segment posted net sales of ¥30 million and operating loss of ¥522 million.

5) Other Field Segment
In the field of mobile content, the Company seeks to generate synergies with the Pachinko/Pachislot (PS) Field segment by providing content designed to expand the pachinko fan base. In conjunction with this, the Company has initiated efforts aimed at developing new business possibilities in this field by developing a fuller array of diverse content assets. In the field of animation, Lucent Pictures Entertainment, Inc. engages on a full-fledged basis in the planning and development of animation content for cross-media deployment, as it seeks to achieve profitability as early as possible.
During the first quarter of the current year, a mobile content platform operated by FutureScope Corporation began offering a new service in June. During the second quarter of the current year, the Fields Mobile mobile-phone Web site, the company's mainstay mobile content operation, which provides comprehensive entertainment information, continued to fare well with its paying membership exceeding 380,000.
As a result of the above, the Other Field segment posted net sales of ¥771 million and operating income of ¥152 million.

(Note) Net sales reported by the individual segments are gross of inter-group sales or transfers.

2. Qualitative Information on the Consolidated Financial Position

(1) Assets, Liabilities and Net Assets

(Assets)

Current assets amounted to ¥55,717 million, up ¥16,158 million since the end of the previous year. This primarily reflected an increase in notes and accounts receivable—trade.

Tangible fixed assets amounted to ¥11,617 million, up ¥3,523 million since the end of the previous year. This primarily reflected the purchase of land scheduled for the construction of branch office premises to enforce sales capabilities in the Pachinko/Pachislot (PS) Field segment.

Intangible fixed assets amounted to ¥3,513 million, down ¥424 million since the end of the previous year.

Investments and other assets amounted to ¥17,023 million, down ¥555 million since the end of the previous year. This primarily reflected a decrease in net unrealized holding gain on investment securities.

As a result of the above, total assets amounted to ¥87,871 million, up ¥18,702 million since the end of the previous year.

(Liabilities)

Current liabilities amounted to ¥36,390 million, up ¥17,068 million since the end of the previous year. This primarily reflected increases in notes and accounts payable—trade and short-term borrowings.

Fixed liabilities amounted to ¥6,175 million, up ¥2,661 million since the end of the previous year. This primarily reflected an increase in corporate bonds payable.

As a result of the above, total liabilities amounted to ¥42,566 million, up ¥19,729 million since the end of the previous year.

(Net assets)

Net assets amounted to ¥45,305 million, down ¥1,026 million since the end of the previous year. This primarily reflected decreases in net unrealized holding gain on available-for-sale securities and minority interests.

(2) Cash Flows

During the first half of the current fiscal year ending March 31, 2009 (hereinafter referred to as the “first half of the current year”), cash and cash equivalents (hereinafter referred to as “cash”) decreased ¥1,990 million since the end of the previous year and amounted to ¥10,703 million at the end of the first half of the current year.

(Cash flows from operating activities)

Operating activities during the first half of the current year resulted in a net decrease in cash of ¥2,260 million, owing primarily to an increase in notes and accounts receivable—trade, an increase in notes and accounts payable—trade, and to income taxes paid.

(Cash flows from investing activities)

Investing activities during the first half of the current year resulted in a net decrease in cash of ¥5,127 million, due primarily to purchases of tangible fixed assets.

(Cash flows from financing activities)

Financing activities during the first half of the current year resulted in a net increase in cash of ¥5,312 million, primarily because of an increase in short-term borrowings, proceeds from long-term borrowings, and proceeds from issuance of corporate bonds.

3. Qualitative Information on Projections for the Consolidated Business Results

As disclosed in the “Notification of the Revisions to Performance Projections” dated November 6, 2008, the results for the first half of the current fiscal year ending March 31, 2009 proved stronger than projected, because the pachinko/pachislot machine sales businesses, which form the core of the Company’s operations, continued to do well. Especially since the current global macroeconomic climate remains uncertain, at present the consolidated business performance projections for the current fiscal year that the Company disclosed on May 14, 2008 remain unchanged. If a situation occurs in the coming months that makes it necessary for the Company to revise the projections, we intend to disclose that revision on a timely basis.

4. Other

(1) Transfer of important subsidiaries during the period under review (Transfer of specific subsidiaries that results in a change in the scope of consolidation)

None

(2) Adoption of simplified accounting methods and special accounting methods applicable to preparation of quarterly consolidated financial statements

1) Method for estimation of general loan losses
Because it was observed at the end of the second quarter of the current year that no significant change has occurred in the Company's historical loan loss ratio, etc. since the end of the previous year, the Company determines an estimate of loan losses by employing the historical loan loss and other ratios computed at the end of the previous year.

2) Method for valuation of inventories
For the purpose of valuing inventories at the end of the second quarter of the current year, the Company dispenses with physical inventorying and applies a reasonable valuation method on the basis of the value of inventories physically verified at the end of the previous year.

3) Method for determination of deferred tax assets and deferred tax liabilities
For evaluating deferred tax assets for recoverability, because it has been observed that no significant change has occurred in the Company's business environment and other conditions or the occurrence of temporary and other differences since the end of the previous year, the Company applies the method that employs the same future business performance projections and tax planning that were used at the end of the previous year.

4) Simplified accounting for offsetting and elimination of intercompany receivables and payables and transactions among consolidated companies
During the offsetting and elimination of intercompany receivables and payables among consolidated companies, if the Company finds a discrepancy between the amounts receivable and payable, we offset and eliminate them against each other, to the extent that elimination is reasonable, without reconciling such discrepancy.
And during the offsetting and elimination of intercompany transactions among consolidated companies, if the Company finds a discrepancy in transaction amounts, we apply the method that causes the different amounts to align with the amount recorded by the parent company, for the offsetting and elimination of transactions, provided that such discrepancy is insignificant.

5) Simplified accounting for elimination of unrealized gains and losses
In eliminating unrealized gains and losses remaining at the end of each fiscal quarter on inventory assets acquired in intercompany transactions among consolidated companies, if the Company observes that no significant change has occurred since the previous year in the circumstances in which the transaction took place, the Company uses the gain or loss ratio used for the previous year.

6) Assessment of tax expenses
The Company applies the method that reasonably estimates an effective tax rate to be assessed on income before income taxes for the current year after accounting for the tax effects of temporary differences and multiplies income before income taxes during the first half of the current year by such estimated effective tax rate.
Deferred income taxes are included in "current income taxes."

(3) Changes in accounting principles, accounting procedures, presentation method, etc. in association with the preparation of quarterly consolidated financial statements

1) The Company has adopted the Accounting Standard for Quarterly Financial Reporting and its Implementation Guidance (ASBJ Statement No. 12, issued by the Accounting Standards Board of Japan on March 14, 2007) and the Guidance on Accounting Standard for Quarterly Financial Reporting (ASBJ Guidance No. 14, issued by the Accounting Standards Board of Japan on March 14, 2007) starting from the first quarter of the current year. The Company has also prepared quarterly consolidated financial statements in accordance with the Regulations on Quarterly Financial Reporting.

2) Adoption of accounting standards pertaining to valuation of inventories
Effective with the first quarter of the current year, the Company adopts the Accounting Standard for Valuation of Inventories (ASBJ Statement No. 9, issued by the Accounting Standards Board of Japan on July 5, 2006) and changes its valuation policy from the cost method to a cost basis (which reduces the book value of assets whose profitability is diminished).
This change has no effect on income.

3) Adoption of tentative treatments applicable to accounting for foreign subsidiaries in preparation of consolidated financial statements
Effective with the first quarter of the current year, the Company adopts the Practical Solution on Unification of Accounting Policies Applied to Foreign Subsidiaries for Consolidated Financial Statements (ASBJ PITF No. 18, issued by the Accounting Standards Board of Japan on May 17, 2006) and performs required reconciliations in the consolidation accounting process.
This application has no effect on income.

5. Quarterly Consolidated Financial Statements

(1) Quarterly Consolidated Balance Sheets

(Unit: Million yen)

	End of second quarter of current year (September 30, 2008)	Condensed consolidated balance sheet at end of previous year (March 31, 2008)
Assets		
Current assets		
Cash and cash equivalents	10,848	12,841
Notes and accounts receivable—trade	30,933	12,354
Inventories	4,208	4,013
Other current assets	9,981	10,442
Allowance for doubtful accounts	(254)	(92)
Total current assets	55,717	39,559
Fixed assets		
Tangible fixed assets	11,617	8,093
Intangible fixed assets		
Goodwill	761	1,057
Other intangible fixed assets	2,751	2,880
Total intangible fixed assets	3,513	3,937
Investments and other assets		
Investment securities	12,520	13,212
Other assets	4,784	4,721
Allowance for doubtful accounts	(281)	(355)
Total investments and other assets	17,023	17,578
Total fixed assets	32,154	29,609
Total Assets	87,871	69,168
Liabilities		
Current liabilities		
Notes and accounts payable—trade	20,016	5,954
Short-term borrowings	5,921	3,398
Corporate bonds redeemable within 1 year	720	120
Current portion of long-term borrowings	1,216	804
Accrued income taxes	2,510	3,743
Accrued bonuses	46	174
Accrued bonuses to directors and auditors	125	128
Allowance for losses on order receiving	26	49
Allowance for sales discounts	1,211	-
Other current liabilities	4,599	4,948
Total current liabilities	36,390	19,322
Fixed liabilities		
Corporate bonds	2,590	250
Long-term borrowings	818	434
Retirement benefit provisions	229	211
Other fixed liabilities	2,537	2,618
Total fixed liabilities	6,175	3,514
Total Liabilities	42,566	22,836

(Unit: Million yen)

	End of second quarter of current year (September 30, 2008)	Condensed consolidated balance sheet at end of previous year (March 31, 2008)
Net assets		
Shareholders' equity		
Common stock	7,948	7,948
Capital surplus	7,994	7,994
Retained earnings	28,829	28,852
Total shareholders' equity	44,772	44,795
Valuation and translation differences		
Unrealized holding gain on available-for-sale securities	(615)	(249)
Foreign currency translation adjustment	(40)	(59)
Total valuation and translation differences	(655)	(309)
Stock acquisition rights	60	43
Minority interest	1,128	1,802
Total net assets	45,305	46,331
Total Liabilities and Net Assets	87,871	69,168

(2) Quarterly Consolidated Statement of Income

[First half of current year]

(Unit: Million yen)

	First half of current year (April 1, 2008–September 30, 2008)
Net sales	41,590
Cost of sales	27,068
Gross profit	14,522
Selling, general and administrative expenses	11,269
Operating income	3,252
Non-operating income	
Interest income	23
Dividend income	106
Foreign exchange gain	87
Others	149
Total non-operating income	367
Non-operating expenses	
Interest expense	65
Corporate bond issuance expenses	51
Equity method investment loss	347
Amortization of equity investment	67
Others	64
Total non-operating expenses	595
Ordinary income	3,023
Extraordinary income	
Gain on investment in anonymous association	48
Insurance proceeds received	110
Others	0
Total extraordinary income	160
Extraordinary losses	
Loss on correction of gain or loss in previous year	4
Loss on sale of fixed assets	0
Impairment loss	109
Loss due to disaster	99
Loss due to discontinued production	502
Others	66
Total extraordinary losses	782
Income before income taxes and minority interest	2,400
Current income taxes	2,219
Minority interest	(664)
Net income	845

(3) Quarterly Consolidated Statement of Cash Flows

(Unit: Million yen)

	First half of current year (April 1, 2008–September 30, 2008)
Cash flows from operating activities	
Income before income taxes and minority interest	2,400
Depreciation and amortization	861
Impairment loss	109
Amortization of goodwill	267
Increase (decrease) in allowance for doubtful accounts	87
Increase (decrease) in accrued bonuses	(128)
Increase (decrease) in accrued bonuses to directors and auditors	(3)
Increase (decrease) in retirement benefit provisions	17
Increase (decrease) in allowance for sales discounts	1,211
Interest and dividend income	(129)
Discounts on purchases	(24)
Equity method investment loss (gain)	347
Interest expense	65
Decrease (increase) in notes and accounts receivable—trade	(18,434)
Decrease (increase) in inventories	(194)
Decrease (increase) in merchandising right advances	482
Increase (decrease) in notes and accounts payable—trade	13,886
Increase (decrease) in accrued consumption taxes	(188)
Others	775
Sub total	1,409
Interest and dividends received	134
Interest paid	(54)
Insurance proceeds received	110
Income taxes paid	(3,860)
Net cash provided by (used in) operating activities	(2,260)
Cash flows from investing activities	
Purchases of tangible fixed assets	(4,526)
Purchases of intangible fixed assets	(250)
Purchases of investment securities	(266)
Expenditure for equity investment	(39)
Others	(43)
Net cash provided by (used in) investing activities	(5,127)
Cash flows from financing activities	
Net increase (decrease) in short-term borrowings	2,523
Proceeds from long-term borrowings	1,200
Repayment of long-term borrowings	(404)
Proceeds from issuance of corporate bonds	2,948
Expenditure for redemption of corporate bonds	(60)
Cash dividends paid	(868)
Cash dividends paid to minority shareholders	(24)
Others	(1)
Net cash provided by (used in) financing activities	5,312
Effect of exchange rate changes on cash and cash equivalents	85
Increase (decrease) in cash and cash equivalents	(1,990)
Cash and cash equivalents at beginning of period	12,693
Cash and cash equivalents at end of period	10,703

The Company has adopted the Accounting Standard for Quarterly Financial Reporting and its Implementation Guidance (ASBJ Statement No. 12) and the Guidance on Accounting Standard for Quarterly Financial Reporting (ASBJ Guidance No. 14) starting from the current fiscal year. The Company has also prepared quarterly consolidated financial statements in accordance with the Regulations on Quarterly Financial Reporting.

(4) Note Regarding the Operation of the Company as a Going Concern

First half of current year (April 1, 2008–September 30, 2008)

No relevant items

(5) Segment Information

[Segment information by business category]

First half of current year (April 1, 2008–September 30, 2008)

	Pachinko/ Pachislot (PS) Field (Millions of yen)	Game Field (Millions of yen)	Sports Field (Millions of yen)	Movies Field (Millions of yen)	Other Field (Millions of yen)	Total (Millions of yen)	Elimination or incorporation (Millions of yen)	Consolidated (Millions of yen)
Net sales								
(1) Sales to third parties	34,721	4,126	1,947	30	764	41,590	—	41,590
(2) Inter-group sales or transfers	236	0	30	—	6	274	(274)	—
Total	34,957	4,127	1,977	30	771	41,864	(274)	41,590
Operating income (loss)	5,569	(1,619)	(342)	(522)	152	3,237	14	3,252

(Notes) 1. Based on the proximity of products or services, etc. provided, the Company's businesses are segmented into Pachinko/Pachislot (PS) Field, Game Field, Sports Field, Movies Field and Other Field.

2. The major products or services in each segment are as follows:
   (1) Pachinko/Pachislot (PS) Field: Purchasing, sales, planning and development of pachinko/pachislot machines and related services
   (2) Game Field: Planning, development, sales, etc. of packaged software, such as game software
   (3) Sports Field: Sports management and related activities
   (4) Movies Field: Movie production, digital content creation and copyright acquisition
   (5) Other Field: Planning, production, etc. of animation

3. Resegmentation of operations
   In previous years, the sports management business and the movie business have been included in the Other Field segment. Because these businesses are now significant in value, the Company resegmented its operations to separate and disclose these businesses in segments called the Sports Field segment and Movies Field segment, respectively, effective with the first quarter of the current year.
   This has no impact on segment information.

[Segment information by region]

First half of current year (April 1, 2008–September 30, 2008)

Segment information by region is omitted, since Japan accounted for more than 90% of total net sales across all segments.

[Overseas sales]

First half of current year (April 1, 2008–September 30, 2008)

Information on overseas sales is omitted, since overseas sales accounted for less than 10% of consolidated net sales.

(6) Note Regarding Occurrence of Significant Change in Amount of Shareholders' Equity

First half of current year (April 1, 2008–September 30, 2008)

No relevant items

[For reference]

Consolidated Statement of Income for first half of previous year

	First half ended September 30, 2007 (April 1, 2007–September 30, 2007)		
Item	Amount (million yen)		% sales
I Net sales		64,648	100.0
II Cost of sales		47,203	73.0
Gross profit		17,444	27.0
III Selling, general and administrative expenses		9,621	14.9
Operating income		7,822	12.1
IV Non-operating income			
1 Interest income	47		
2 Dividend income	13		
3 Discounts on purchases	86		
4 Reconciliation money	27		
5 Others	49	223	0.3
V Non-operating expenses			
1 Interest expense	41		
2 Equity method investment loss	386		
3 Loss on management of investment securities	45		
4 Amortization of equity investment	80		
5 Others	27	582	0.9
Ordinary income		7,464	11.5
VI Extraordinary income			
1 Gain on investment in anonymous association	43		
2 Others	3	46	0.1
VII Extraordinary losses			
1 Loss on disposal of fixed assets	110		
2 Impairment loss	760		
3 Valuation loss on investment securities	80		
4 Others	3	953	1.5
Income before income taxes and minority interest		6,557	10.1
Current income taxes	3,704		
Deferred income taxes	(8)	3,695	5.7
Minority interests (loss)		(215)	(0.4)
Net income		3,077	4.8

6. Other Information

There is no information that requires particular description.