

3rd quarter



Financial Presentation (The Nine Months Ended December 31, 2009)

February 5, 2010

FIELDS CORPORATION

THE GREATEST LEISURE FOR ALL PEOPLE

FIELDS CORPORATION JASDAQ:2767



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1. Expected results for the nine months ended December 31, 2009 are very close to those planned

- Cumulative pachinko machine sales: 281,981 [3 models]
- Cumulative pachislot machine sales: 12,677 [4 models]

2. Introduction of several machines with high-potential in the 4th quarter

- Pachinko machines [3 models]
(CR GTO/CR Neon Genesis Evangelion–The Angels are Back Again YF/CR Shimizu no Jirocho–The Bonds of Life)
- Pachislot machines [2 models]
(Neon Genesis Evangelion–Die Spur der SEELE/1 model)

3. No revisions to the full-year forecast

4. Recent trends in the pachinko/pachislot market and our future activities

The Nine Months Ended December 31, 2009 Results (Consolidated)












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Highlights for the Nine Months Ended December 31, 2009

– Pachinko/Pachislot (PS) Field

Pachinko/Pachislot (PS) Field

- Market environment: Sluggish business at pachinko halls despite the stable income gained from pachinko machines (MAX type) or due to lower lease fees for pachinko balls, and the installation and operation of pachislot machines has seemingly bottomed out.
- 3Q sales results: Pachinko machines (1 model), Pachislot machines (2 models) as sole sales agent
⇒ Results as planned up to 3Q

		Pachinko machines		Pachislot machines		Pachinko machine sales	Pachislot machine sales	Total
1Q	 CR Neon Genesis Evangelion -The Beginning and the End			 Aim for the Ace!	 Saturday Night Fever	244,091	6,055	250,146
2Q	 CR Showa Legend Minami Haruo					22,193	1,805	23,998
						1st Half 266,284	1st Half 7,860	1st Half 274,144
3Q	 CR Iron Chef		Initially planned introduction period	 I am KONISHIKI	 Hono No Nekketsu Kyoshi	15,697	4,817	20,514
						1Q-3Q 281,981	1Q-3Q 12,677	1Q-3Q 294,658
4Q	 CR GTO	 CR Neon Genesis Evangelion -The Angels are Back Again YF	 CR Shimizu no Jirocho -The Bonds of Life	 Neon Genesis Evangelion - Die Spur der SEELE	Coming soon			On sales

Source: Fields

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Results for the Nine Months Ended December 31, 2009 (P/L)



(%) : Ratio against net sales (Unit: Billion yen)

Consolidated	Year Ended March 2009			Year Ending March 2010			
	1st Half Results	1Q-3Q Results	Full-Year Results	1Q Results	1st Half Results	1Q-3Q Results	Rate of Increase/Decrease YOY (%)
Net sales	41.5	65.0	73.0	16.0	21.4	24.5	(62.3%)
Operating income	3.2 (7.8%)	6.0 (9.3%)	1.9 (2.7%)	8.5 (53.2%)	5.3 (25.1%)	1.3 (5.6%)	(77.6%)
Ordinary income	3.0 (7.3%)	5.6 (8.6%)	0.9 (1.4%)	8.5 (53.1%)	5.0 (23.6%)	1.0 (4.5%)	(80.5%)
Net income	0.8 (2.0%)	(1.6) (2.5%)	(1.4) (-%)	4.7 (29.4%)	2.1 (10.2%)	(0.2) (-%)	-%
Number of employees (Consolidated)	1,118	1,099	827	869	873	914	

- Extraordinary loss of ¥0.4 billion resulting from the loss on disposal of tangible fixed assets in conjunction with the preparation of the Osaka Branch (posted in 2Q)
- Current income taxes of ¥0.9 billion

(Reference) Non-consolidated	Year Ended March 2009			Year Ending March 2010			
	1st Half Results	1Q-3Q Results	Full-Year Results	1Q Results	1st Half Results	1Q-3Q Results	Rate of Increase/Decrease YOY (%)
Net sales	34.3	51.0	53.1	14.9	19.2	20.9	(58.9%)
Operating income	5.6 (16.4%)	7.6 (15.0%)	3.8 (7.2%)	8.6 (57.9%)	5.7 (29.7%)	1.9 (9.1%)	(75.2%)
Ordinary income	5.4 (16.0%)	9.6 (18.9%)	5.8 (11.0%)	8.7 (58.8%)	5.8 (30.5%)	2.1 (10.3%)	(77.6%)
Net income	3.2 (9.4%)	5.4 (10.6%)	1.1 (2.2%)	5.1 (34.5%)	3.0 (16.0%)	0.9 (4.6%)	(82.2%)

Segment Information for the Nine Months Ended December 31, 2009



- Pachinko/Pachislot (PS) Field : [1Q] Favorable sales of CR Eva 5th; [2Q] [3Q] Decrease in the number of new models introduced, and preparation for the introduction of machines with high-potential in 4Q
- Mobile Filed : [3Q] Paying membership of approximately 380,000 (as of the end of December 2009)
- Other Field : [3Q] Ongoing active involvement in a group synergy business with the Pachinko/Pachislot (PS) Field

(Unit: Million yen)

	Year Ended March 2009 *			Year Ending March 2010		
	1st Half	3Q *	1Q-3Q	1st Half	3Q *	1Q-3Q
Net sales	41,590	23,461	65,051	21,444	3,077	24,521
Pachinko/Pachislot (PS) Field	34,957	17,544	52,501	19,415	2,090	21,505
Sports Entertainment Field	1,977	1,018	2,995	1,181	626	1,807
Mobile Filed	736	432	1,168	991	412	1,403
Game Field	4,127	4,624	8,751	-	-	-
Other Field	66	49	115	259	11	270
Elimination or Incorporation	(274)	(206)	(480)	(403)	(63)	(466)
Operating income	3,252	2,830	6,082	5,386	(4,018)	1,368
Pachinko/Pachislot (PS) Field	5,569	2,143	7,712	5,407	(3,944)	1,463
Sports Entertainment Field	(342)	(95)	(437)	(162)	(91)	(253)
Mobile Filed	227	146	373	247	58	305
Game Field	(1,619)	693	(926)	-	-	-
Other Field	(596)	(30)	(626)	(17)	(52)	(69)
Elimination or Incorporation	14	(27)	(13)	(89)	11	(78)

* Figures for the year ended March 2009 indicate reference values after reclassification.

* Figures for the 3rd quarter are simply subtracted from figures for the nine months (1Q-3Q).

Results for the Nine Months Ended December 31, 2009 (B/S) (Overview)



(Unit: Million yen)

	At December 31, 2008 (I)	At March 31, 2009 (II)	At December 31, 2009 (III)	Increase/Decrease from previous quarters		Factors causing the increase/decrease
				At December 31, 2008 (III) - (I)	At March 31, 2009 (III) - (II)	
Total current assets	47,667	25,135	24,317	(23,350)	(818)	
(Cash and cash equivalents)	12,902	11,181	14,256	1,354	3,075	(III) - (II) : Increase due to sales of CR Eva 5th
(Inventories)	3,759	963	1,642	(2,117)	679	(III) - (I) : Decrease in Game Field products in progress
Total fixed assets	27,998	26,929	25,491	(2,507)	(1,438)	
(Total tangible fixed assets)	11,189	10,898	9,815	(1,374)	(1,083)	(III) - (II) : Decrease due to the sale of the Tokyo Office's building and land as well as disposal of buildings, etc. in conjunction with the preparation of the Osaka Branch
(Total intangible fixed asset)	3,299	2,761	2,387	(912)	(374)	(III) - (I) : Decrease in goodwill relevant to D3 Inc.
(Total investments and other assets)	13,508	13,268	13,287	(221)	19	(III) - (II) : Increase in long-term loans and decrease in deferred tax assets
Total assets	75,665	52,064	49,808	(25,857)	(2,256)	(III) - (II) : Decrease due to the sale and disposal of buildings and land
Total current liabilities	25,272	7,547	7,481	(17,791)	(66)	(III) - (II) : Decrease in deposits received
(Short-term borrowings)	3,396	-	-	(3,396)	-	(III) - (I) : Decrease in the share relevant to D3 Inc., etc.
Total fixed liabilities	5,948	5,021	4,326	(1,622)	(695)	(III) - (II) : Decrease due to redemption of corporate bonds
Total liabilities	31,220	12,568	11,807	(19,413)	(761)	
Total net assets	44,445	39,496	38,000	(6,445)	(1,496)	(III) - (II) : Decrease in retained earnings as profit decreased
Total liabilities and net assets	75,665	52,064	49,808	(25,857)	(2,256)	

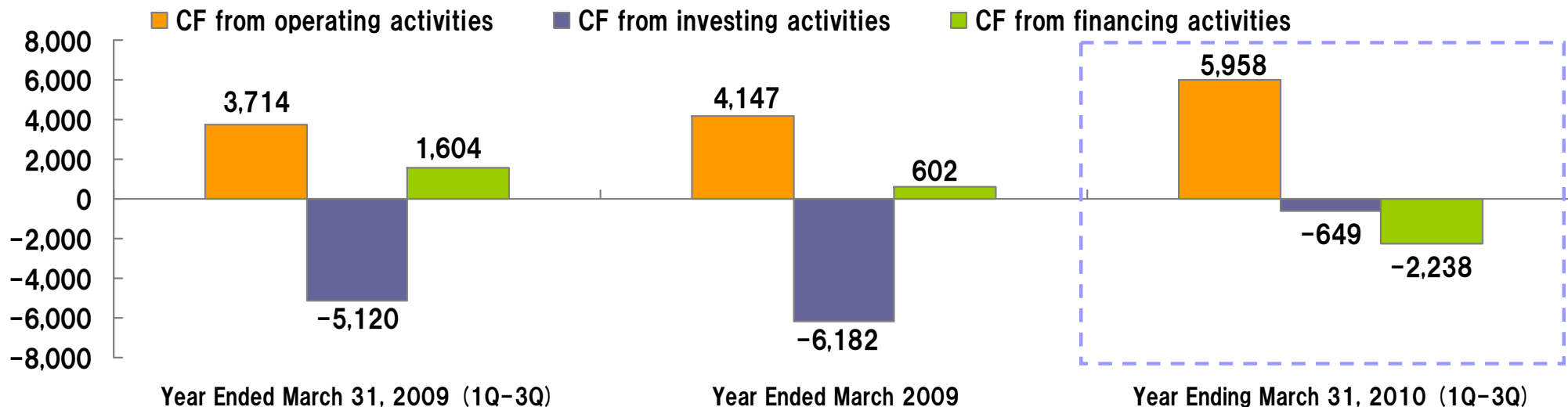
* The B/S for D3 Inc., which was a consolidated subsidiary in the year ended March 2009, has been nonconsolidated since the end of March 2009.

Statement of Cash Flows for the Nine Months Ended December 31, 2009 (Overview)



(Unit: Million yen)

	Year Ended March 2009		Year Ending March 2010	
	Nine Months	Full-Year	Nine Months	Factors
Cash flows from operating activities	3,714	4,147	5,958	Income before income taxes and minority interest 666 Income taxes refund 2,868 Decrease in notes and accounts receivable-trade 2,812 Decrease in deposits received 1,309
Cash flows from investing activities	(5,120)	(6,182)	(649)	Proceeds from sale of tangible fixed assets 615 Expenditure for loans (357) Purchases of tangible fixed assets (411)
Cash flows from financing activities	1,604	602	(2,238)	Dividends paid (1,501) Redemption of corporate bonds (660) Purchase of treasury stock (76)
Effect of exchange rate changes on cash and cash equivalents	(116)	(79)	(6)	
Increase (decrease) in cash and cash equivalents	82	(1,512)	3,064	
Cash and cash equivalents at beginning of period	12,693	12,693	11,181	
Cash and cash equivalents at end of period	12,776	11,181	14,246	



Full-Year Forecast for the Year Ending March 2010 (Consolidated)

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Full-Year Forecast for the Year Ending March 2010 (Consolidated)

Highlights

- 4Q: Introduction of the pachinko machine, CR Shimizu no Jirocho, advanced approach with a new concept in the industry
- 4Q: Expansion of sales by introducing a major-title pachislot machine, Neon Genesis Evangelion-Die Spur der SEELE
- Full year: Achievement of results up to 3Q as planned; no revisions to the full-year forecast

(%) : Ratio against net sales (Unit: Billion yen)

Consolidated	Year Ended March 2009			Year Ending March 2010					
	1st Half Results	1Q-3Q Results	Full-Year Results	1st Half		1Q-3Q Results	Full-Year Forecast	YOY	
				Forecast	Results			Increase/Decrease	Rate of Increase/Decrease (%)
Net sales	41.5	65.0	73.0	22.0	21.4	24.5	70.0	(3.0)	(4.2%)
Operating income	3.2 (7.8%)	6.0 (9.3%)	1.9 (2.7%)	4.5 (20.4%)	5.3 (25.1%)	1.3 (5.6%)	10.0 (14.2%)	8.0	410.2%
Ordinary income	3.0 (7.3%)	5.6 (8.6%)	0.9 (1.4%)	4.5 (20.4%)	5.0 (23.6%)	1.0 (4.5%)	10.0 (14.2%)	9.0	909.1%
Net income	0.8 (2.0%)	1.6 (2.5%)	(1.4) (-%)	1.9 (8.6%)	2.1 (10.2%)	(0.2) (-%)	4.5 (6.4%)	5.9	-%

Pachinko machines

3Q



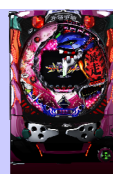
CR Iron Chef

Initially planned introduction period

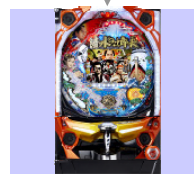
4Q



CR GTO



CR Neon Genesis Evangelion
-The Angels are Back Again YF



CR Shimizu no Jirocho
-The Bonds of Life

Pachislot machines



I am KONISHIKI



Hono No Nekketsu Kyoshi



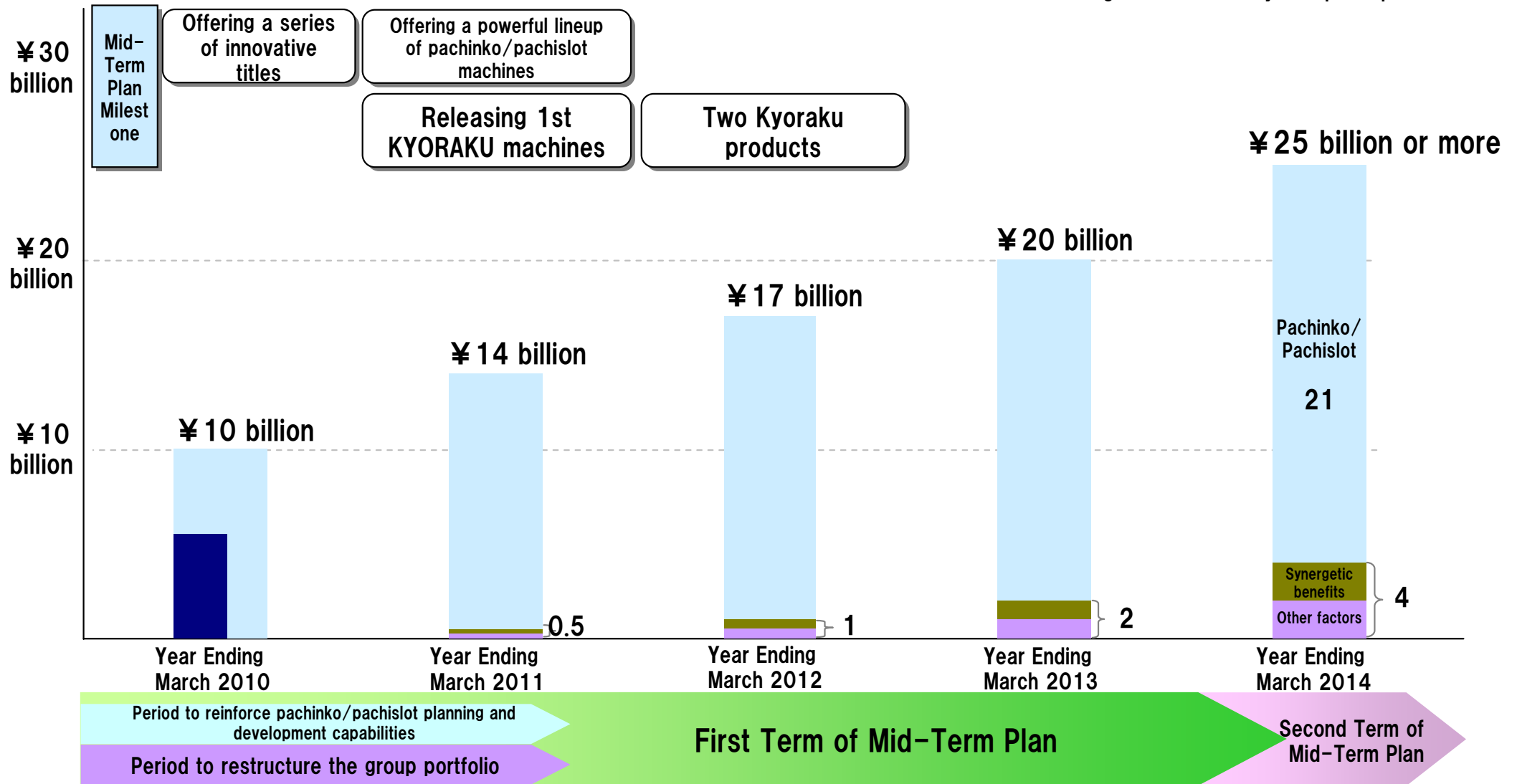
Neon Genesis Evangelion
-Die Spur der SEELE

Coming soon

Source: Fields

Target operating income for the Year Ending March 2014 of ¥25 billion or more

* Target contribution by Group companies: 20%



The plans, strategies and estimates of the Company indicated in these documents, other than actual results and facts, include potential risks and uncertainties and cannot be guaranteed.

Potential risks and uncertainties include, but are not limited to, the economic environment of the pachinko/pachislot market in which the Company operates, market competition and the products handled by the Company.

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