

(Translation)

June 1, 2012

Dear Sirs:

Company name: **Fuji Media Holdings, Inc.**  
Representative: Hisashi Hieda, Chairman and  
Representative Director  
(Code No. 4676, 1st section of Tokyo Stock Exchange)  
Person to contact: Shigeru Masuda, Senior Executive  
Managing Officer  
Telephone: +81-3-3570-8000 (key)

**Notice of Acquisition of Shares in Kansai Telecasting Corporation**  
(Making the Firm an Equity-method Affiliate)

Fuji Media Holdings, Inc. ("Fuji Media Holdings") today concluded a stock transfer agreement for the acquisition of shares in Kansai Telecasting Corporation ("Kansai TV") with its shareholder(s). In accordance with this share acquisition, Kansai TV will become an equity-method affiliate in Fuji Media Holdings' consolidated financial statements, as specified below.

1. Reasons for the Share Acquisition

The Fuji Media Holdings Group has established a leading position in the broadcast industry through its robust affiliate network it has built in its mainstay TV broadcasting business since the launch of the station. Kansai TV has been a key affiliate in this network.

Fuji Media Holdings has determined that a further strengthening of ties with Kansai TV will enhance the corporate value of the group, and is making an additional acquisition of shares in the firm. As a result, Fuji Media Holdings will have an ownership stake of 20.35% in Kansai TV.

2. Outline of the Firm to Become an Equity-method Affiliate

- (1) Corporate Name   Kansai Telecasting Corporation
- (2) Address           1-7, Ogimachi 2-chome, Kita-ku, Osaka
- (3) Representative   Sumio Fukui, President and Representative Director
- (4) Business        Television broadcasting
- (5) Paid-in Capital   ¥500 million
- (6) Establishment   February 1, 1958

3. Date of the Share Acquisition

June 6, 2012 (Scheduled)

4. Outlook

The impact on Fuji Media Holdings' consolidated operating results as a result of this acquisition is currently being assessed. We will promptly disclose any pertinent matters that arise as a result.

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