

Corporate Governance

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Basic Policies Concerning the Enhancement of Corporate Governance and Status of Implementation

By organically combining a transmission network (i.e., infrastructure) with programming (i.e., content), Japan's terrestrial broadcasting has attained among the world's highest levels of both diffusion and quality. It is fulfilling the public's right to receive information and become indispensable to people's lifestyles and safety as a vehicle through which culture is communicated.

Fuji Television is working to strengthen its corporate governance systems. These efforts are guided not only by the aim of maximizing shareholder value but also by the aim as a key media and mass communications company to honor its social mission to maintain its lifeline functions, such as emergency and disaster announcements, and to responsibly deliver content.

1) Company organization and status of internal management structure

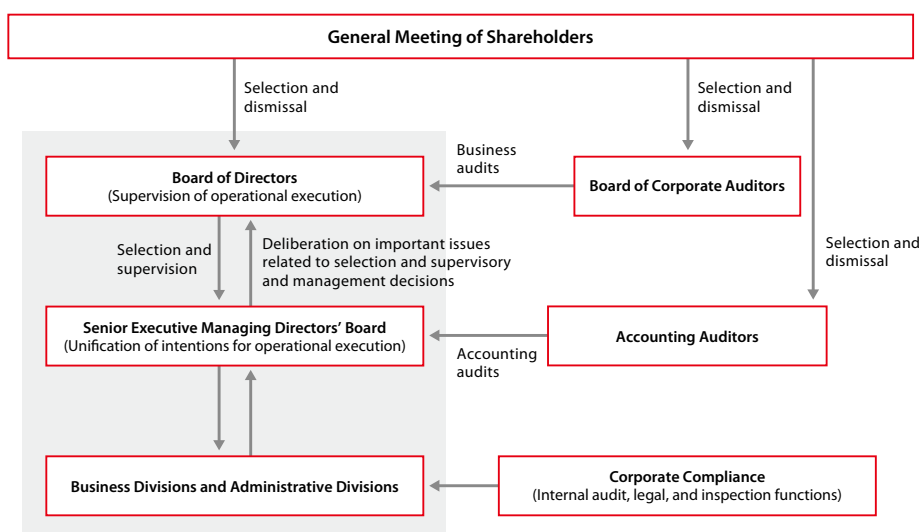
Fuji Television considers the creation of internal systems that ensure the transparency of management to be an important goal of corporate governance. Toward this end, we are working to enhance the general meeting of shareholders, accelerate decision-making and the supervisory

function of the Board of Directors, strengthen our auditors' audit capabilities, and enhance disclosures of various types of information.

Five external directors have been appointed to the Board of Directors to ensure the transparency of management. In addition, the number of directors has been reduced to 20 from 35 to accelerate the decision-making process and improve the efficiency of business execution. Also, the tenure of directors has been reduced to one year from two in order to clarify the responsibilities of directors and respond swiftly to changes in the operating environment.

The Board of Senior Executive Managing Directors, comprising primarily statutory directors, deliberates on important matters raised at the Board of Directors meeting and promotes the sharing of information on the status of business execution at each business division.

Fuji Television continues to adopt an auditor system and its Board of Corporate Auditors comprises five auditors, including three external auditors. The auditors participate in the meeting of the Board of Directors and other important meetings and perform operational audits by reviewing important documents; interviewing staff in the administrative divisions, operating divisions, and at subsidiaries; and working closely with our internal auditors. At the same



time, the auditors perform accounting audits by interviewing our directors and representatives of the finance department and working closely with our accounting auditors.

In the past, our internal audits were conducted by internal auditors appointed within the Office of the President and audited our compliance with the law and internal regulations based on an annual internal audit plan approved by the president. In June 2005, however, Fuji Television established its Corporate Compliance, which combines its internal audit, legal, and inspection functions, to enhance its internal administration structure and promote legally compliant and appropriate operations at a Companywide level. Going forward, the Corporate Compliance will work to solve issues in each division rapidly and in a cross-sectional manner. At the same time, the department will vigorously promote compliance with the Personal Information Protection Law and other regulations; the Fuji Television Code of Conduct, which was established in January 2005; and other in-house rules and regulations, and thus help us to continue to earn the trust that society has placed in Fuji Television.

The status of execution of audits, approach to supervision, and internal administration structure at Fuji Television is pictured in the chart at left.

2) Overview of human resource-related relationships, capital relationships, or business ties and other potential conflicts of interest between the Company and its external directors and external auditors

Fuji Television has no business relationships related to human resources, capital, or technology with the companies whose directors have been appointed as its external directors and external auditors. However, Fuji Television does have business relationships with these companies in its Broadcasting and Other businesses. All transactions are conducted under the same terms and conditions as other business partners without such relationships.

Management

Board of Directors

Chairman and Chief Executive Officer

Hisashi Hieda

President and Chief Operating Officer

Kou Toyoda

Senior Executive Vice President

Ryosuke Yokoi

Executive Vice President

Hideaki Ohta

Senior Executive Managing Directors

Shuji Kanoh

Masami Obitsu

Masumi Uchibori

Kazunobu Iijima

Yoshikazu Horiguchi

Hiroshi Seta

Executive Managing Directors

Eiichi Kubota

Yutaka Kobayashi

Ryunosuke Endo

Katsuaki Suzuki

Isao Matsuoka

Shigeki Sato

Taizan Ishiguro

Michio Izuma

Takafumi Beppu

Takehiko Kiyohara

Corporate Auditors

Kiyoshi Onoe

Shunichiro Kondo

Hachiro Ito

Yuzaburo Mogi

Naoya Minami

(As of June 28, 2007)