

(Translation)

May 10, 2010

Dear Sirs:

Company name: Fuji Media Holdings, Inc.

Representative: Kou Toyoda, President and Representative Director

(Code No. 4676)

Person to contact: Tsuyoshi Habara, Executive Managing Officer, Senior Executive Director of Treasury & Finance Department

Telephone: +81-3-3570-8000 (key)

### Notice of Revision to Forecasts of Financial Results and Dividends

Fuji Media Holdings, Inc., in light of the recent development of operating results, has revised its forecasts of financial results and dividends for the fiscal year ended March 31, 2010 (April 1, 2009 to March 31, 2010) from those announced on February 4, 2010. Details of the revisions are as follows:

#### Revision to Forecasts of Financial Results

Revision to the Forecast of Consolidated Financial Results for the Whole-Year Period of the Year Ended March 31, 2010 (April 1, 2009 to March 31, 2010)

	Net Sales	Operating Income	Recurring Profit	Net Income	Net Income per Share
	Millions of Yen	Millions of Yen	Millions of Yen	Millions of Yen	Yen
Previous Forecast (A)	578,100	3,700	6,200	3,500	1,519.69
Revised Forecast (B)	583,800	9,200	12,000	7,400	3,213.07
Change (B-A)	5,700	5,500	5,800	3,900	
Percent Change (%)	1.0	148.6	93.5	111.4	
<Reference> Results for the previous year (Year ended March 31, 2009)	563,320	19,830	22,365	16,567	7,193.40

#### Reasons for the Revision

In the Broadcasting segment, Fuji Television's whole-year revenue and earnings are expected to considerably exceed the previous forecasts. This is due mainly to a greater-than-expected recovery in spot advertising sales for the fourth quarter from such industries as foods, automobiles and telecommunications, as well as to the performance receipts from the hit movies *Nodame Cantabile Finale Part 1* and *Liar Game*, and to greater revenue from DVD sales due to an increase in the number of titles.

The Video and Music segment's video and music package sales and rights revenue also exceeded the previous forecasts, and the Advertising segment recorded an increase in ad placements.

As a result, we have revised upward our consolidated forecasts for the whole-year period of the fiscal year under review, to net sales of ¥583.8 billion, operating income of ¥9.2 billion, recurring profit of ¥12.0 billion, and net income of ¥7.4 billion.

## Revision to the Dividend Forecast

	Dividends per share				
	1st quarter-end	2nd quarter-end	3rd quarter-end	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
Previous Forecast (Announced on February 4, 2010)	—	—	—	400.00	1,200.00
Revised Forecast	—	—	—	800.00	1,600.00
Results for the fiscal year under review (Year ended March 31, 2010)	—	800.00	—		
Results for the previous year (Year ended March 31, 2009)	—	1,800.00	—	1,800.00	3,600.00

### Reasons for the Revision

The year-end dividend forecast for the fiscal year ended March 31, 2010 was previously ¥400 per share, but as a result of the revision to the forecast of consolidated financial results outlined above, Fuji Media Holdings has revised its dividend forecast to ¥800 per share.

Note: The forward-looking statements made in this document, including the aforementioned forecasts, are based on all information available to the management at the time of this document's release. Actual results may differ from the results anticipated in the statements.

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