

Quarterly Flash Report (Consolidated Basis)

Results for the six months ended September 30, 2009

Company name: Fuji Media Holdings, Inc.

Stock listing: Tokyo Stock Exchange Code number: 4676

URL <http://www.fujimediahd.co.jp>

Representative: Kou Toyoda, President and Representative Director

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

Department

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Quarterly report filing date (Planned): November 12, 2009

Start of dividend payments (Planned): December 4, 2009

(Figures less than ¥1 million have been omitted.)

1. Consolidated Financial Results of Six Months Ended September 30, 2009

(1) Business Performance

Six Months Ended September 30

Percentages indicate year-on-year increase/ (decrease).

	Net Sales		Operating Income		Recurring Profit		Net Income	
	Millions of Yen	%	Millions of Yen	%	Millions of Yen	%	Millions of Yen	%
2009	280,774	(0.4)	2,738	(78.3)	4,590	(70.2)	3,023	(46.6)
2008	281,975	—	12,641	—	15,412	—	5,657	—

	Net Income per Share Basic	Net Income per Share Diluted
	Yen	Yen
2009	1,312.82	—
2008	2,456.35	—

(2) Financial Position

	Total Assets	Net Assets	Equity Ratio	Net Assets per Share
	Millions of Yen	Millions of Yen	%	Yen
September 30, 2009	723,753	461,707	63.0	197,829.43
March 31, 2009	683,523	453,395	65.7	194,864.16

(Reference) Total shareholders' equity: September 30, 2009: ¥455,620 million, March 31, 2009: ¥448,790 million

2. Dividends

Record date	Dividends per share				
	1st Quarter	2nd Quarter	3rd Quarter	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
2009	—	1,800.00	—	1,800.00	3,600.00
2010	—	800.00			
2010 (Forecast)			—	—	—

(Note) Revision of dividends forecast for this period: None

Fuji Media Holdings will defer making a year-end dividend forecast at the present time.

3. Forecasts for Fiscal Year Ending March 31, 2010

Percentages indicate year-on-year increase/ (decrease).

	Net sales		Operating income		Recurring profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%
Fiscal year	581,000	3.1	6,600	(66.7)	9,800	(56.2)

	Net income		Net income per share
	Millions of yen	%	Yen
Fiscal year	5,400	(67.4)	2,344.67

(Note) Revision of earnings forecast for this period: None

4. Other

1. Significant changes in subsidiaries during the subject period (Transfer of particular subsidiaries following a change in the scope of consolidation):

Additions: None

Deletions: None

2. Adoption of simplified accounting practices and special accounting policy for quarterly financial reporting:
None

3. Changes from accounting methods, procedures and the presentation of the quarterly consolidated financial statements:

1) Changes based on revision of accounting standards: None

2) Changes other than 1) above: None

4. Number of shares issued and outstanding (Common share)

- 1) Number of shares issued and outstanding (including treasury stock):

September 30, 2009: 2,364,298 shares March 31, 2009: 2,364,298 shares

- 2) Number of treasury stock

September 30, 2009: 61,202 shares March 31, 2009: 61,202 shares

- 3) Average number of shares outstanding for each period (cumulative term):

Six months ended September 30 2009: 2,303,096 shares 2008: 2,303,096 shares

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.