

Quarterly Flash Report [Japanese GAAP] (Consolidated Basis)**Results for the six months ended September 30, 2010****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

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Quarterly report filing date (Planned): November 11, 2010 Start of dividend payments (Planned): December 2, 2010

Quarterly supplemental explanatory material prepared: Yes

Quarterly results briefing held: Yes

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

1. Consolidated Financial Results of Six Months ended September 30, 2010**(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	%
2010	293,263	4.4	11,658	325.8	14,086	206.9	6,081	101.1
2009	280,774	(0.4)	2,738	(78.3)	4,590	(70.2)	3,023	(46.6)

	Net Income per Share Basic	Net Income per Share Diluted
	Yen	Yen
2010	2,640.63	—
2009	1,312.82	—

(2) Financial Position

	Total Assets	Net Assets	Equity Ratio	Net Assets per Share
	Millions of Yen	Millions of Yen	%	Yen
September 30, 2010	738,478	458,891	61.5	197,216.11
March 31, 2010	753,191	464,187	61.0	199,432.99

(Reference) Total shareholders' equity: September 30, 2010: ¥454,207 million, March 31, 2010: ¥459,313 million

2. Dividends

Year ended March 31, 2010/ Year ending March 31, 2011

	Dividends per share				
	1st Quarter	2nd Quarter	3rd Quarter	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
2010	—	800.00	—	800.00	1,600.00
2011	—	800.00			
2011 (Forecast)			—	800.00	1,600.00

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

3. Forecasts for Fiscal Year ending March 31, 2011

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

	Net sales		Operating income		Recurring profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%
Fiscal year	592,400	1.5	21,700	133.9	24,000	99.0

	Net income		Net income per share
	Millions of yen	%	Yen
Fiscal year	9,400	26.0	4,081.46

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

4. Other

1. Significant changes in subsidiaries during the subject period: None

Additions: None

Deletions: None

Note: Indicates whether there was any change in a specific subsidiary related to a change in the scope of consolidation during the subject period.

2. Adoption of simplified accounting practices and special accounting policy: None

Note: Indicates whether simplified accounting practices or special accounting practices in the preparation of the consolidated financial statements were applied.

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

1) Changes based on revision of accounting standards: Yes

2) Changes other than 1) above: None

Note: Indicates whether there were any changes in accounting principles and procedures, or presentation method, related to the preparation of the consolidated financial statements, noted in "Significant Changes Fundamental to the Preparation of Financial Statements."

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

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

Fiscal 2010 2Q	2,364,298	Fiscal 2009	2,364,298
Fiscal 2010 2Q	61,202	Fiscal 2009	61,202
Fiscal 2010 2Q	2,303,096	Fiscal 2009 2Q	2,303,096

2) Number of treasury stock

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

Note: Fiscal 2010: Year ending March 31, 2011

Notes

- These financial statements are not subject to quarterly review procedures under the Financial Instruments and Exchange Act. The review of these financial statements in accordance with the Financial Instruments and Exchange Act had not been completed at the time of disclosure.
- 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.