

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,
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Notice of Recording of Extraordinary Gains and Revision to Financial Results and Dividend Forecasts

Fuji Media Holdings, Inc. will record extraordinary gains and other items in its consolidated financial statements for the fiscal year ended March 31, 2012 (April 1, 2011 to March 31, 2012), as specified below.

The financial results and dividend forecasts for the fiscal year ended March 31, 2012 will also be revised from those announced on February 2, 2012, as specified below.

1. Recording of Extraordinary Gains and Other Items (Consolidated)

(1) Equity in earnings of affiliates (non-operating income)

Nine stations affiliated with Fuji TV became equity-method affiliates of the Company at the end of March 2012. Because this generated negative goodwill of ¥15.5 billion, the Company will record this amount as a gain on equity method investments.

(2) Extraordinary gains and losses

The Sankei Building Co., Ltd. became a consolidated subsidiary of the Company at the end of March 2012, as announced in "Announcement Concerning Results of Tender Offer for Shares of The Sankei Building Co., Ltd. by Fuji Media Service, Inc., a Wholly-Owned Subsidiary of Fuji Media Holdings, Inc. and Change in its Subsidiaries" released on March 2, 2012. Because this generated negative goodwill of ¥30.4 billion and losses of ¥5.5 billion related to step acquisitions, these will be recorded as extraordinary gains and extraordinary losses, respectively.

2. Revision to Forecast of Financial Results

Revision to the Forecast of Consolidated Financial Results for the Whole-Year Period of the Year Ended March 31, 2012 (April 1, 2011 to March 31, 2012)

	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)	583,500	30,300	32,000	14,700	6,276.83
Revised Forecast (B)	593,600	33,200	52,300	61,200	26,132.48
Change (B-A)	10,100	2,900	20,300	46,500	
Percent Change (%)	1.7	9.6	63.4	316.3	
<Reference> Results for the previous year (Year ended March 31, 2011)	589,671	26,351	29,460	10,002	4,342.98

Reasons for the Revision

Revenues and earnings have risen in all segments, with particularly strong results in broadcasting revenues and other income in the Broadcasting segment, and we anticipate that net sales and operating income will exceed previous forecasts. We further anticipate significant increases from previous forecasts for recurring profit as a result of the recording of a gain on equity method investments as mentioned in Section 1.(1) above, and for net income as a result of the recording of extraordinary gains and losses as mentioned in Section 1.(2) above.

3. Revision to Dividend Forecast

	Dividends per Share				
	1Q	2Q	3Q	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
Previous Forecast (Announced on February 2, 2012)	—	—	—	800.00	1,600.00
Revised Forecast	—	—	—	2,800.00	3,600.00
Results for the current year (Year ended March 31, 2012)	—	800.00	—		
Results for the previous year (Year ended March 31, 2011)	—	800.00	—	1,000.00	1,800.00

Reasons for the Revision

The previous forecast for year-end dividends for the fiscal year ended March 31, 2012, was ¥800 per share, but this has been revised to ¥2,800 per share in accordance with the revision to the forecast of consolidated financial results for the whole-year period thereof outlined above. The Company's basic dividend policy is a target payout ratio of 40% on a consolidated basis, with a minimum annual dividend of ¥1,600 per share. However, since the recording of extraordinary gains and other items specified above (the gains on negative goodwill generated and losses related to step acquisitions) is a special factor in the consolidated financial statements, in the calculation of the year-end dividend forecast, a total amount of ¥40.5 billion of the gains from these extraordinary items has been excluded from the net income forecast.

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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