

October 23, 2008

For Immediate Release

Company name: Fuji Media Holdings, Inc.  
Stock listing: Tokyo Stock Exchange Code number: 4676  
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### **Foreign Ownership Ratio of Fuji Media Holdings**

The ratio of foreign entities (as defined by Article 5, Paragraph 1, Sections 1–3 and Paragraph 1, Section 3-B of the Radio Law) owning Fuji Television stock with voting rights as of September 30, 2008, is as shown below.

Fuji Media Holdings' policy is to promptly disclose the ratio of its foreign ownership when that ratio exceeds or falls below 15%, 16%, 17%, 18% or 19% (including for declines).

At the time of the previous announcement on March 13, 2006, the foreign ownership ratio was 19.37% on March 10, 2006.

Total number of shares with voting rights owned by foreign entities (A)	434,661 shares*
Total number of shares outstanding (Of which shares that have voting rights (B))	2,364,298 shares (2,303,096 shares)
Ratio of foreign ownership [A/B x 100 (Rounded up to two decimal points) ]	18.87%

Note: The number of shares is those for which foreign entities have registered ownership and have voting rights. In addition to these, there are unregistered shares, for which registration has been refused (see "For Reference" below). The actual number is unclear on account of these unregistered shares.

#### For Reference

Fuji Media Holdings, Inc. was established on October 1, 2008, with the adoption of the certified broadcast holding company structure, implementing a corporate split and change in the corporate name.

Under the Broadcast Law, a certified broadcast holding company will lose its certification if the proportion of voting rights held by registered foreign entities, either direct or indirect, exceeds 20% of the total. For this reason, when the proportion of foreign holdings reaches this limit, under the provisions of the Broadcast Law a certified broadcast holding company may refuse a request from foreign entities to register shares, or place restrictions on the exercise of voting rights by foreign entities.

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