

For Immediate Release

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Notice of Revision to Forecasts

Fuji Media Holdings announced the revision of its full-year forecasts released November 6, 2008.

1. Revision to Forecasts

(1) Consolidated Financial Results of Year Ending March 31, 2009

	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)	571,100	24,400	28,700	13,200	5,731.42
Revised Forecast (B)	558,500	17,100	20,400	23,100	10,029.98
Change (B-A)	(12,600)	(7,300)	(8,300)	9,900	---
Percent Change (%)	(2.2)	(29.9)	(28.9)	75.0	---
<Reference> Year ended March 31, 2008	575,484	24,372	27,056	15,770	6,847.60

(2) Non-Consolidated Financial Results of Year Ending March 31, 2009

	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)	180,000	9,500	13,700	4,600	1,997.31
Revised Forecast (B)	180,100	8,900	13,400	21,200	9,205.00
Change (B-A)	100	(600)	(300)	16,600	---
Percent Change (%)	0.1	(6.3)	(2.2)	360.9	---
<Reference> Year ended March 31, 2008	382,971	22,420	27,861	15,121	6,565.77

2. Reasons for the Revision

Fuji Media Holdings does not expect business conditions to recover during the fourth quarter (January – March), and anticipates that in the Broadcasting Business companies will continue to hold off on ad placements due to a substantial decline in corporate earnings. We also expect difficult conditions to continue for the Video and Music; Program Production; Life Information; and Other segments.

However, a judicial settlement in the damage suit against LDH Corporation (formerly livedoor Co., Ltd.) was approved on January 22 of this year, from which Fuji Media Holdings will receive approximately ¥31.1 billion in compensation by February 10, 2009. Since this compensation payment will be recorded as an extraordinary gain, though net sales, operating income and recurring profit are expected to fall below previous forecasts, we anticipate a substantial improvement in net income.

As a result, Fuji Media Holdings has revised both its consolidated and non-consolidated full-year forecasts for fiscal 2009 (ending March 31, 2009) to reflect these changes. Consolidated net sales are forecast at ¥558.5 billion, with operating income of ¥17.1 billion, recurring profit of ¥20.4 billion, and net income of ¥23.1 billion. On a non-consolidated basis, we forecast net sales of ¥180.1 billion, with operating income of ¥8.9 billion, recurring profit of ¥13.4 billion, and net income of ¥21.2 billion.

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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