

(Translation)

January 20, 2010

Dear Sirs:

Company name: Fuji Media Holdings, Inc.
Representative: Kou Toyoda, President and
Representative Director
(Code No. 4676, 1st section of Tokyo Stock Exchange)
Person to contact: Tsuyoshi Habara, Executive Managing
Officer, Senior Executive Director of Treasury &
Finance Department
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Notice of Introduction of a Cash Management System (CMS)

Fuji Media Holdings, Inc. plans to introduce a cash management system (CMS) as part of its efforts to further enhance the corporate value of the Fuji Media Holdings Group. The objective of the CMS structure, for which Mizuho Corporate Bank, Ltd. acts as advisor, is to provide for unified management and greater efficiency of the Group's funds.

In October 2008, Fuji Media Holdings transitioned to a certified broadcast holding company with the aim of being the representative "media conglomerate" of Japan, widely respected both domestically and overseas. Since that transition, Fuji Media Holdings has worked to achieve its long-term management vision, and with the introduction of the CMS structure will further enhance the operating efficiency of the Group's management resources to achieve a competitive advantage for the entire corporate group in the media industry undergoing significant environmental changes.

1. Date of CMS Implementation
April 1, 2010 (scheduled)
2. Managing Company for CMS
Fuji Media Holdings, Inc.
3. Participating Companies
15 consolidated subsidiaries
 <Broadcasting Group>
 Fuji Television Network, Inc.
 Nippon Broadcasting System, Inc.
 <Production Group>
 Kyodo Television, Limited
 Fuji Creative Corporation
 Vasc, Inc.
 <Video and Music Group>

Pony Canyon Inc.
Fujipacific Music Inc.
<Life Information Group>
Dinos Inc.
Cecile Co., Ltd.
Sankei Living Shimbun Inc.
Living Pro-Seed, Inc.
<Advertising Group>
Quaras Inc.
Kyodo Advertising Co., Ltd.
<Publishing, Information and Other Group>
Fusosha Publishing, Inc.
Nippon Broadcasting Projects, Inc.

4. CMS System to Be Implemented

Mizuho Corporate Bank, Ltd.

"Mizuho Advanced CMS (Developer: Mizuho Information & Research Institute, Inc.)"

5. Participating Banks

Mizuho Corporate Bank, Ltd.

The Bank of Tokyo-Mitsubishi UFJ, Ltd.

Sumitomo Mitsui Banking Corporation

6. Principal Functions to Be Utilized

1) Loan management function

2) Cash flow management function

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