

[ENGLISH TRANSLATION]

February 1, 2010

Dear Sirs:

Company name: Fuji Media Holdings, Inc.  
Name of Representative: Kou Toyoda  
President and Representative Director  
(Code number: 4676, 1st section of Tokyo Stock Exchange)  
Person to contact: Shigeru Masuda  
Senior Executive Managing Officer,  
Senior Executive Director of  
Corporate Planning Office  
(TEL: 03-3570-8000)

Company name: Cecile Co., Ltd.  
Name of Representative: Masataka Ueda  
Representative Director, CEO  
(Code number: 9937, 1st section of Tokyo Stock Exchange)  
Person to contact: Masayuki Yamazaki  
Corporate Officer,  
General Manger of Public Relations Office  
(TEL: 087-833-1199)

Company name: Fuji Media Service, Inc.  
Name of Representative: Hideaki Ohta  
President and Representative Director

**Notice Regarding Change of Effective Date of Share Exchange, where  
Fuji Media Service, Inc. will make Cecile Co., Ltd. its Wholly Owned Subsidiary**

Fuji Media Service and Cecile have entered into a share exchange (*kabushiki koukan*) agreement (the “Share Exchange Agreement”) as of November 25, 2009, by

which Fuji Media Service will become a wholly owning parent company and Cecile will become a wholly owned subsidiary in exchange for cash consideration (the “Share Exchange”), as announced in “Notice Regarding Execution of Share Exchange Agreement, in which Fuji Media Service, Inc. will make Cecile Co., Ltd. its Wholly Owned Subsidiary” as of the same date and the Share Exchange has been approved at the respective extraordinary shareholders’ meetings of Fuji Media Service and Cecile held on January 28, 2010. We hereby announced that Fuji Media Service and Cecile have resolved at their respective board of directors’ meetings held today that Fuji Media Service and Cecile change the effective date of the Share Exchange as set forth below.

In addition, the scheduled date of cancellation of Cecile’s treasury shares, which Cecile announced in the “Notice Regarding Cancellation of Cecile’s Treasury Shares” as of November 25, 2009 will be changed accordingly:

1. Change of Effective Date of Share Exchange

Before Change: Monday, March 1, 2010

After Change: Monday, March 8, 2010

2. Reason for Change of Effective Date of Share Exchange

Fuji Media Service and Cecile decided the above-mentioned change of the effective date of the Share Exchange since it was discovered that procedures regarding the Share Exchange will require more time than initially expected.

3. Future Schedule for Share Exchange

Board of directors' meeting concerning approval of amendment of effective date of share exchange (Cecile and Fuji Media Service)	Monday, February 1, 2010
Execution of amendment of effective date of share exchange (Cecile and Fuji Media Service)	Monday, February 1, 2010
Last day of trade (Cecile)	Tuesday, February 23, 2010 (scheduled)
Date of delisting (Cecile)	Wednesday, February 24, 2010 (scheduled)
Scheduled date of share exchange (Effective date)	Monday, March 8, 2010 (scheduled)
Date of delivery of money	Late May of 2010 (scheduled)

5. Future Prospects

The impact on the business results of Fuji Media Holdings due to the change of the effective date of the Share Exchange is expected to be small for both consolidated and non-consolidated results.

[End]