

(Translation)

February 4, 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: Hisao Miyoshi, Senior Executive Director
of General Affairs Department
Telephone: +81-3-3570-8000 (key)

Notice of Change in Plan of Distribution of Gifts to Shareholders and Others

Fuji Media Holdings, Inc. has decided to institute a change in its plan of distribution of gifts to shareholders and others, as specified below:

1. Reasons for the Change

In gratitude for ongoing shareholder support and to enhance the attractiveness of our shares, Fuji Media Holdings has implemented a plan of distribution of gifts to shareholders since 2008 whereby shareholders can choose one gift from among multiple products.

The company has now instituted a change in the products distributed as gifts to shareholders, considering the recent development of operating results.

2. Contents of the Change

(1) Eligible Shareholders

Gifts will be distributed to all shareholders entered or recorded as owning one or more shares in the final shareholder register of September 30 each year.

* In the past, the eligible shareholders were those as of March 31, but from this year the distribution will be made to the shareholders as of September 30.

* In the past, gifts were only distributed to shareholders who requested them using gifts-to-shareholders postcard request forms, but from this year the gifts will be distributed to all eligible shareholders, without confirming requests.

(2) Gift Description

The company will distribute Fuji Media Holdings' original notebooks.

(3) Distribution Timing

The gifts will be distributed together with the report (Fuji Media Holdings Report) scheduled for shipment in

early December.

3. Notice of **Reports in DVD Version**

Since last year, in addition to the regular printed version of the Fuji Media Holdings Report, the company has been preparing a DVD version and distributing it to shareholders by request (free of charge). The request procedure is specified below, and we look forward to receiving your requests.

* This DVD is different from the gifts to shareholders, which are explained above.

(1) DVD Contents (tentative)

- Interview with the President
- Account settlement highlights
- Special footage (contents to be determined)

(2) Eligible Shareholders

The DVD will be distributed on request to shareholders entered or recorded as owning one or more shares in the final shareholder register of March 31 each year.

* Note that this eligibility date is different from the above eligibility date for gifts to shareholders.

(3) Request Procedure

To request the DVD version of the Fuji Media Holdings Report, fill out and return the DVD postcard request form which will be sent together with the notice convening the general meeting of shareholders, scheduled for distribution in early June. The deadline for DVD requests is scheduled for late June.

(4) Distribution Timing

The DVD version report is scheduled for shipment in late July to shareholders who have submitted their request forms.

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