

(Translation)

November 1, 2010

Dear Sirs:

Company name: Fuji Media Holdings, Inc.

Representative: Kou Toyoda, President and Representative Director
(Code No. 4676)

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Notice of Revision to Forecasts of Financial Results

Fuji Media Holdings, Inc., in light of the recent development of operating results, has revised its forecasts of financial results for the second-quarter cumulative period of FY2010 (the six months ended September 30, 2010) and FY2010 (the fiscal year ending March 31, 2011) from those announced on May 13, 2010. Details of the revisions are as follows.

Revision to Forecasts of Financial Results

Revision to the Forecast of Consolidated Financial Results for the Second-Quarter Cumulative Period of the Year Ending March 31, 2011 (April 1, 2010 to September 30, 2010)

| | 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) | 289,000 | 6,500 | 7,200 | 1,600 | 694.72 |
| Revised Forecast (B) | 293,200 | 11,600 | 14,000 | 6,000 | 2,605.19 |
| Change (B-A) | 4,200 | 5,100 | 6,800 | 4,400 | |
| Percent Change (%) | 1.5 | 78.5 | 94.4 | 275.0 | |
| <Reference> Results for the 2Q cumulative period of the previous year (2Q cumulative period of the year ended March 31, 2010) | 280,774 | 2,738 | 4,590 | 3,023 | 1,312.82 |

Revision to the Forecast of Consolidated Financial Results for the Whole-Year Period of the Year Ending March 31, 2011 (April 1, 2010 to March 31, 2011)

| | 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) | 588,200 | 16,600 | 17,100 | 6,700 | 2,909.13 |
| Revised Forecast (B) | 592,400 | 21,700 | 24,000 | 9,400 | 4,081.46 |
| Change (B-A) | 4,200 | 5,100 | 6,900 | 2,700 | |
| Percent Change (%) | 0.7 | 30.7 | 40.4 | 40.3 | |
| <Reference> Results for the previous year (Year ended March 31, 2010) | 583,843 | 9,279 | 12,060 | 7,459 | 3,238.69 |

Reasons for the Revision

In the consolidated financial results for the second-quarter cumulative period of FY2010 (the six months ended September 30, 2010), net sales, operating income, recurring profit and net income are all expected to exceed the previously announced forecasts. In the Broadcasting segment, spot advertising sales, which are on a recovery tone, increased favorably, and time advertising sales exceeded prior projections amid harsh conditions. In the Video and Music segment, package audio-visual sales and rights income greatly increased. Moreover, efforts were made to cut expenses in each segment.

The whole-year consolidated financial results for FY2010 are also expected to surpass the previous forecast, reflecting this upwards revision of the performance for the second-quarter cumulative period.

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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