

August 2, 2010

**Notice of Revisions to Consolidated Earnings Forecasts for the Year  
Ending September 30, 2010**

Septeni Holdings Co., Ltd. has revised its consolidated earnings forecasts for the year ending September 2010 as follows due to recent trends in operating results. The forecasts replace the forecasts that were announced on November 5, 2009.

1. Revisions to consolidated forecasts for the year ending September 2010  
(October 1, 2009 through September 30, 2010)

(Yen in millions)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previous forecast (A)	34,000	800	700	400	3,135.56
Revised forecast (B)	32,500	1,000	900	450	3,573.40
Increase/decrease (B-A)	(1,500)	200	200	50	—
Percentage change (%)	(4.4)	25.0	28.6	12.5	—
(Reference) Previous results (Year ended Sept. 2009)	33,046	598	421	(585)	(4,507.28)

2. Reasons for earnings forecast revision

Net sales are expected to fall below the original forecast. This is because increase in Network Advertising business sales is likely to be smaller than initially expected compared with the previous fiscal year and also because of sluggish Commerce business.

Meanwhile, operating income, ordinary income and net income are likely to exceed the original forecasts. This is mainly because of improvement in profitability in the Network Advertising business and Internet-related business as a result of improving gross margin and holding down expenses.

<Note>

Above forecasts are based on information available at the time this report was prepared. The forecasts embody uncertainties. Therefore, actual results may differ from the above forecasts due to various factors.