

SEPTENI Issues Correction to Its Previous Announcement Entitled “SEPTENI HOLDINGS Announces Revision to First Quarter Fiscal Year September 2012 Consolidated Earnings Estimates and Booking of Extraordinary Loss”

SEPTENI HOLDINGS CO., LTD. (Stock code: 4293, Tokyo, Japan), a leading Internet advertising and related services provider, announced that it has made corrections to the details of its previous announcement entitled “SEPTENI HOLDINGS Announces Revision to First Quarter Fiscal Year September 2012 Consolidated Earnings Estimates and Booking of Extraordinary Loss” issued on January 25, 2012. The details of the correction are as follows.

Corrected portions are underlined.

(Original Announcement)

3. Extraordinary Loss Booked in First Quarter Fiscal Year September 2012

SEPTENI expects to book a valuation loss of **JPY161** million on shares of FROUTE Corporation owned prior to its merger with AXEL MARK INC. through staged acquisition of shares of FROUTE.

(Corrected Announcement)

3. Extraordinary Loss Booked in First Quarter Fiscal Year September 2012

SEPTENI expects to book a valuation loss of **JPY154** million on shares of FROUTE Corporation owned prior to its merger with AXEL MARK INC. through staged acquisition of shares of FROUTE.