

SEPTENI HOLDINGS Announces Revision to First Quarter Fiscal Year September 2012 Consolidated Earnings Estimates and Booking of Extraordinary Loss

SEPTENI HOLDINGS CO., LTD. announces that it has decided to revise its first quarter of fiscal year September 2012 consolidated earnings estimates that were initially announced on November 4, 2011. Furthermore SEPTENI also reports that it will only report earnings estimates for the quarter immediately following its results effective from the current fiscal year September 2012. Moreover, the Company also announces that it will book an extraordinary loss during the first quarter.

1. Revision to First Quarter of Fiscal Year September 2012 Consolidated Earnings Estimates (From October 1, 2011 to December 31, 2011)

	Sales	Operating Income	Ordinary Income	Net Income
	Million Yen	Million Yen	Million Yen	Million Yen
Previous Estimate (A)	9,200	240	250	130
Revised Estimate (B)	9,700	360	400	130
Divergence (B – A)	500	120	150	—
Divergence (%)	5.4	50.0	60.0	—
Reference: 1Q FY9/11 Results	8,832	275	265	127

2. Reason for the Earnings Estimate Revisions

Making rational earnings estimates at the beginning of the current term was difficult because of unforeseen factors including stronger than expected growth in sales of social games and the better than expected trends in the main business of Internet advertising. Therefore SEPTENI now expects to achieve higher levels of sales, and operating and ordinary incomes. However net income is expected to be in line with the Company's initial estimates.

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.

<Note>

The estimates provided above are based on the best information available at the time of their creation and do not take into account various unforeseen factors. Therefore actual earnings may differ from the estimates cited above.