

**SEPTENI HOLDINGS Announces Revision to First Quarter
Fiscal Year September 2013 Consolidated Earnings Estimates**

SEPTENI HOLDINGS CO., LTD. announces that it has decided to revise its first quarter of fiscal year September 2013 consolidated earnings estimates that were initially announced on December 18, 2012 as follows.

1. Revision to First Quarter of Fiscal Year September 2013 Consolidated Earnings Estimates

(From October 1, 2012 to December 31, 2012)

	Sales	Operating Income	Ordinary Income	Net Income
Previous Estimate (A)	Million Yen 10,700	Million Yen 200	Million Yen 230	Million Yen 120
Revised Estimate (B)	10,890	290	330	180
Divergence (B – A)	190	90	100	60
Divergence (%)	1.8	45.0	43.5	50.0
Reference: 1Q FY9/12 Results	9,710	366	407	128

2. Reason for the Earnings Estimate Revisions

In the flagship Internet Marketing Business, Internet advertising in December sold well than initially envisioned, while outsourcing, advertising and other costs were restrained in the Media Contents Business. Therefore Sales and operating, ordinary and net incomes are expected to beat the expectations

<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.