

For Immediate Release

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## Notice concerning Revision of the Forecast of Financial Results for Fiscal 2009

SANKYO Co., Ltd. today announced the revision of the forecast of financial results for fiscal 2009 (from April 1, 2008, to March 31, 2009), in view of the recent trend of the Company's financial performance. The initial forecast for fiscal 2009 was announced on May 12, 2008, at the time of the announcement of the closing of accounts for fiscal 2008.

### [Consolidated]

#### For the six months ending September 30, 2008 (from April 1, 2008, to September 30, 2008)

(Millions of yen)

	Net sales	Operating income	Recurring income	Net income	Net income per share (yen)
Previous forecast (A)	132,000	33,000	35,000	21,000	215.87
Revised forecast (B)	112,000	23,000	25,000	15,000	155.80
Difference (B-A)	(20,000)	(10,000)	(10,000)	(6,000)	-
% change	(15.2)	(30.3)	(28.6)	(28.6)	-
1 <sup>st</sup> Half of FY2008 results	104,901	24,887	26,668	16,270	166.99

#### For the year ending March 31, 2009 (from April 1, 2008, to March 31, 2009)

(Millions of yen)

	Net sales	Operating income	Recurring income	Net income	Net income per share (yen)
Previous forecast (A)	300,000	82,000	85,000	51,000	524.26
Revised forecast (B)	277,000	71,000	76,000	46,000	477.77
Difference (B-A)	(23,000)	(11,000)	(9,000)	(5,000)	-
% change	(7.7)	(13.4)	(10.6)	(9.8)	-
FY2008 results	280,511	72,294	75,770	45,672	468.78

This material is an English translation of Japanese announcement made on September 11, 2008. Although the Company intended to faithfully translate the Japanese document into English, the accuracy and correctness of this translation are not guaranteed.

**[Non-consolidated]****For the six months ending September 30, 2008 (from April 1, 2008, to September 30, 2008)**

		(Millions of yen)				
		Net sales	Operating income	Recurring income	Net income	Net income per share (yen)
Previous forecast	(A)	116,000	30,000	32,000	19,000	194.94
Revised forecast	(B)	94,000	19,000	22,000	13,500	139.95
Difference	(B-A)	(22,000)	(11,000)	(10,000)	(5,500)	-
% change		(19.0)	(36.7)	(31.3)	(29.0)	-
1 <sup>st</sup> Half of FY2008 results		96,722	23,620	25,693	15,857	162.69

**For the year ending March 31, 2009 (from April 1, 2008, to March 31, 2009)**

		(Millions of yen)				
		Net sales	Operating income	Recurring income	Net income	Net income per share (yen)
Previous forecast	(A)	260,000	72,000	74,000	45,000	461.69
Revised forecast	(B)	236,000	61,000	65,000	40,000	414.66
Difference	(B-A)	(24,000)	(11,000)	(9,000)	(5,000)	-
% change		(9.2)	(15.3)	(12.2)	(11.1)	-
FY2008 results		252,478	66,564	69,965	42,344	434.43

**[Reasons for the revision]**

Sales of the pachinko and pachislo machines SANKYO Group introduced during the first quarter were generally robust. However, sales of *Fever Dai-Natsumatsuri*, a SANKYO-brand pachinko machine introduced in the second quarter, were far short of the plan as the Group was unable to take full advantage of the impact of TV commercials and other sales promotion activities. As a result, the pachinko machines business is unlikely to achieve the initial forecast.

On the other hand, in the pachislo machines business, order-taking for *Neon Genesis Evangelion "That Time Has Come, Now They're Waiting for Us."*, a Bisty-brand pachislo machine now on sale, greatly exceeded the initial forecast. However, management judges that sales of the pachislo machines business will not be able to offset the shortfall in sales of the pachinko machines business and has decided to revise forecasts for the first half and for the full year both on a non-consolidated basis and a consolidated basis.

Consequently, sales forecasts of pachinko machines and pachislo machines for the full year have been revised from 850,000 units to 753,000 units and from 100,000 units to 151,000 units. As *Fever Dai-Natsumatsuri* has been gaining popularity in the market, we consider that market confidence in SANKYO and SANKYO products is undiminished. The Group will strive to attain the above-mentioned sales and profits targets for the third and the fourth quarters without diverging markedly from the initial plan.

Annual cash dividends per share for fiscal 2009 will be unchanged from the initial forecast at ¥150 (a second quarter dividend of ¥75 and a year-end dividend of ¥75).

The above forecast is based on information currently available to management. Actual results may differ from the forecast owing to various factors.

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