

For Immediate Release

Listed company name: **SANKYO CO., LTD.**
 Representative: Akihiko Sawai
 President & COO
 (TSE 1st Sec. Code 6417)
 Contact: Kimihisa Tsutsui
 Director & Senior Executive Operating Officer
 TEL.:+81-3-5778-7773

Notice concerning Revision of the Forecast of Financial Results for Fiscal 2010

SANKYO Co., Ltd. today announced the revision of the forecast of financial results for fiscal 2010 (from April 1, 2009, to March 31, 2010) in view of the recent trend of the Company's financial performance. The previous forecast for fiscal 2010 was announced on May 13, 2009.

[Consolidated]

For the year ending March 31, 2010 (from April 1, 2009, to March 31, 2010)

		(Millions of yen)				
		Net sales	Operating income	Recurring income	Net income	Net income per share (yen)
Previous forecast	(A)	270,000	67,000	70,000	42,000	436.26
Revised forecast	(B)	220,000	57,000	60,000	36,000	373.95
Difference	(B-A)	(50,000)	(10,000)	(10,000)	(6,000)	-
% change		(18.5)	(14.9)	(14.3)	(14.3)	-
FY2009 results		187,877	40,626	44,900	27,883	288.92

[Reasons for the revision]

This revision is based on management's judgment that it is extremely difficult for the Company to achieve the forecast in view of the revision of the sales plans of the pachinko machines business and the pachislot machines business, which are the Group's mainstay businesses. Although financial results may differ, depending on the outcome of sales of products introduced in the fourth quarter, the new forecast represents conservative figures based on the minimum sales volumes the Group forecasts.

The Company does not intend to change the year-end cash dividends for fiscal 2010 from the initial forecast of ¥75 per share (annual dividends of ¥150).

1. Pachinko Machines Business

As described in the Consolidated Financial Statements for the First Nine Months of Fiscal 2010 announced today, *Fever The Super Dimension Fortress Macross* (introduced in November 2009), a major title under the SANKYO brand, did not sell as well as expected. In addition, management made a decision to forego introduction of a SANKYO-brand major title, which was initially scheduled for introduction in the fourth quarter, in the current fiscal year. This decision was made in order to apply a more meticulous design to this new product.

As a result, the forecast sales volume of pachinko machines was reduced from 745,000 units to 585,000 units.

2. Pachislot Machines Business

The Group will launch *Neon Genesis Evangelion— Die Spur der SEELE—*, a new title of a Bisty-brand popular series, in the fourth quarter. Regarding other titles, management made a decision to narrow down the titles the Group will introduce in the fourth quarter because the demand for new pachislo machines is expected to be lackluster.

As a result, the forecast sales volume of pachislo machines was reduced from 96,000 units to 78,000 units.

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