

September 30, 2010

For Immediate Release

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Redesign of SANKYO Website Redesigned website goes live October 1, 2010

SANKYO Co., Ltd. announced today that its redesigned website will go live on Friday, October 1, 2010.

With a completely new layout for easy access to product, corporate, and investor relations information, the website emphasizes user-friendliness. We have also enriched the website by adding new content for players.

Marking the 30th anniversary since the introduction of the *Fever* digital pachinko machine, a SANKYO masterpiece, we have renewed our commitment to the values expressed by our corporate slogan "Good luck. Good life" and redesigned the website so that everyone can browse with a smile.

Going forward, we intend to further enrich the content of the SANKYO website so as to maximize its appeal to the widest possible audience.

Major enhancements

- 1) Page layout for quick access to the desired information
 - Buttons for product, corporate, and IR information, the three major categories, located conspicuously for ease of access
 - A new "Key Words in Focus" feature for jumping to the most popular search terms
- 2) Enrichment of content for players
 - "Fever Editorial Desk," a blog for players
 - Completely redesigned product information pages and handy links to pages devoted to individual pachinko machines
- 3) Enrichment of IR information
 - Clear visual presentation of IR information, including graphs presenting financial data
 - Downloadable IR information pack
 - New IR page in English for foreign investors who account for 30% of SANKYO's shareholders
- 4) Extensive redesign of recruitment pages targeting students seeking careers
 - More messages from SANKYO employees addressed to applicants
 - Pages introducing work at departments

This material is an English translation of Japanese announcement made on September 30, 2010. Although the Company intended to faithfully translate the Japanese document into English, the accuracy and correctness of this translation are not guaranteed.

Reference

- SANKYO website top page (<http://www.sankyo-fever.co.jp/>)

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- IR information top page (<http://www.sankyo-fever.co.jp/ir/eng/index.html>)

Stock Quote (delayed 20min.)	
TSE As of 29 Sep 12:30 JST	
Price	4,405
Change	+30(+0.69%)
Volume	71,700

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