

**Consolidated Financial Results
for the Three-Month Period Ended June 30, 2010 (Japan GAAP)**

August 6, 2010

Company name: SQUARE ENIX HOLDINGS CO., LTD.
Shares traded: Tokyo Stock Exchange, First Section
Company code: 9684
Company URL: <http://www.square-enix.com/eng>
Representative: Yoichi Wada, President and Representative Director
Contact: Yosuke Matsuda, Director and Chief Financial Officer, tel (03) 5333-1144
Financial report (Shihanki-Hokokusho) submission: August 12, 2010
Cash dividend payment commencement: --
Supplementary quarterly materials prepared: Yes
Quarterly results presentation held: No

(Amounts under one million yen are rounded down)

1. Consolidated Financial Results (April 1, 2010 to June 30, 2010)

(1) Consolidated Financial Results (cumulative)

(Millions of yen and year-on-year changes in percents)

	Net sales		Operating income		Recurring income		Net income	
Three months ended	%		%		%		%	
June 30, 2010	32,540	10.7	5,434	814.4	3,426	124.1	1,812	-
June 30, 2009	29,399	(1.2)	594	(82.8)	1,529	(66.3)	(1,672)	-

	Earnings per share (basic)	Earnings per share (diluted)
Three months ended	yen	yen
June 30, 2010	15.75	15.74
June 30, 2009	(14.54)	-

(2) Consolidated Financial Position

(Millions of yen, ratios in percents and per share data)

	Total assets	Net assets	Equity ratio	Net assets per share
As of			%	yen
June 30, 2010	254,876	151,382	58.8	1,302.76
March 31, 2010	270,529	154,258	56.4	1,326.82

Note: Total equity As of June 30, 2010: 149,912 million yen
 As of March 31, 2010: 152,680 million yen

2. Dividends

	Dividends per share				
	1Q	2Q	3Q	Year-end	Total
	yen	yen	yen	yen	yen
Fiscal year ended March 31, 2010	-	10.00	-	25.00	35.00
Fiscal year ending March 31, 2011	-				
Fiscal year ending March 31, 2011 (projection)		10.00	-	20.00	30.00

Note: No change in dividend projection from previous announcement.

3. Consolidated Forecasts (April 1, 2010 to March 31, 2011)

(Millions of yen, year-on-year changes in percents and per share data)

	Net sales	Operating income	Recurring income	Net income	Earnings per share
	%	%	%	%	yen
Six months ending September 30, 2010	76,000 (16.1)	4,000 (69.4)	4,000 (67.2)	2,400 (10.6)	20.86
Fiscal year ending March 31, 2011	160,000 (16.8)	20,000 (29.2)	20,000 (28.1)	12,000 26.2	104.28

Note: No change in consolidated forecasts from previous announcement.

4. Other (for additional details, refer to "Other Information" on page 4 of the Supplemental Information)

- (1) Significant changes among subsidiaries during the period: No
(Resulting in changes in the scope of consolidation for specific subsidiaries in the period under review)
- (2) Use of simplified or special accounting treatment: Yes
(Adoption of simplified or special accounting treatment in the preparing quarterly financial statements)
- (3) Changes in accounting policies, procedures, and methods of presentation for consolidated financial statements
 - i. Changes associated with revision in accounting standards: Yes
 - ii. Other changes: No
- (4) Outstanding shares (common stock)
 1. Number of shares issued and outstanding (including treasury stock):

As of June 30, 2010	115,370,596
As of March 31, 2010	115,370,596
 2. Number of treasury stock:

As of June 30, 2010	298,181
As of March 31, 2010	297,765
 3. Average number of shares during the period (cumulative):

Three-month period ended June 30, 2010	115,072,637
Three-month period ended June 30, 2009	115,010,060

Disclaimer: (1) This document is a translation of the Japanese language "Kessan Tanshin" prepared in accordance with the guidelines of the Tokyo Stock Exchange. The Japanese language document shall prevail in the event any differences or discrepancies exist between this English translation and the original. (2) At the time of disclosure of this report, review procedures for quarterly financial statements pursuant to the Financial Instruments and Exchange Law had not been completed. (3) The forward-looking statements in this document are based upon the information currently available and necessarily include elements that are not entirely predictable. Actual results may differ from the forward-looking statements in this document. (4) Please refer to "Qualitative information on consolidated business forecasts" on page 4 of the Supplemental Information for additional information related to Group forecasts.

Supplemental Information – Index

	Page
1. Qualitative Information on Consolidated Results	2
(1) Qualitative information on consolidated business results	2
(2) Qualitative information on consolidated financial position	3
(3) Qualitative information on consolidated business forecasts	4
2. Other Information	4
(1) Significant changes among subsidiaries during the period	4
(2) Use of simplified or special accounting treatment	4
(3) Changes in accounting policies, procedures, and methods of presentation for consolidated financial statements	5
(4) Subsequent events affecting going concern assumptions	5
3. Consolidated Financial Statements	6
(1) Consolidated balance sheets	6
(2) Consolidated statement of income	8
(3) Consolidated statements of cash flows	9
(4) Going concern assumptions	11
(5) Segment information	11
(6) Material changes in shareholders' equity	13

1. Qualitative Information on Consolidated Results for the Three-Month Period Ended June 30, 2010

(1) Qualitative information on consolidated business results

The Square Enix Group (the "Group") is continuing determined efforts to strengthen the competitiveness and profitability of its business segments of Digital Entertainment, Amusement, Publication and Merchandising.

Net sales for the three-month period ended June 30, 2010 totaled ¥32,540 million (an increase of 10.7% from the same period of the prior fiscal year), operating income amounted to ¥5,434 million (an increase of 814.4% from the same period of the prior fiscal year), recurring income amounted to ¥3,426 million (an increase of 124.1% from the same period of the prior fiscal year) and net income amounted to ¥1,812 million (compared to a net loss of ¥1,672 million in the same period of the prior fiscal year).

A discussion of results by segment for the three-month period ended June 30, 2010 follows.

Digital Entertainment

The Digital Entertainment segment plans, develops, distributes and operates content primarily in the form of games. Digital Entertainment content is offered to meet customer lifestyles across a variety of devices such as consumer game consoles (including handheld game machines), personal computers and mobile phones. During the three-month period ended June 30, 2010, "DRAGON QUEST MONSTERS: Joker 2" (for Nintendo DS™) was released in April and became a million seller. This success, combined with the continued strength of big titles including "FINAL FANTASY XIII" and "Just Cause 2" launched in the U.S. and Europe in March, contributed to favorable earnings in the period under review.

Net sales and operating income in the Digital Entertainment segment totaled ¥16,626 million and ¥5,891 million, respectively.

Amusement

The Amusement segment consists of TAITO CORPORATION's operation of amusement facilities and the planning, development and distribution of arcade game machines and related products for amusement facilities. The planning, development and operation of arcade game machines by SQUARE ENIX CO. LTD. are also included in this segment.

Results in the three months ended June 30, 2010 were impacted by amusement facility operations which remained at low levels under the continued difficult market conditions.

Net sales and operating income in the Amusement segment totaled ¥10,978 million and ¥683 million, respectively.

Publication

The Publication segment includes comic books, game strategy books and comic magazines.

During the three months ended June 30, 2010, the Group had favorable results supported by continued strong comic book sales accelerated by TV broadcasting animation programs of popular titles.

Net sales and operating income in the Publication segment totaled ¥4,038 million and ¥1,251 million, respectively.

Merchandising

The Merchandising segment includes the planning, production, distribution and licensing of derivative products of titles owned by the Group.

Net sales and operating income in the Merchandising segment totaled ¥898 million and ¥223 million, respectively.

(2) Qualitative information on consolidated financial position

As of June 30, 2010, total current assets were ¥200,685 million (a decrease of 5.9% compared to March 31, 2010), total non-current assets were ¥54,191 million (a decrease of 5.2%), total current liabilities were ¥61,609 million (a decrease of 18.1%), total non-current liabilities were ¥41,884 million (an increase of 2.1%) and net assets were ¥151,382 million (a decrease of 1.9%).

The main factors affecting net assets during the three-month period ended June 30, 2010 were the high level of income before income taxes and minority interests offset higher amounts recorded as dividends from retained earnings and foreign currency translation adjustments.

Consolidated Cash Flow

As of June 30, 2010, cash and cash equivalents totaled ¥108,346 million.

Cash flows during the three-month period ended June 30, 2010 as well as the principal factors behind these cash flows are described below.

i. Net cash provided by operating activities

Income before income taxes and minority interests was ¥3,609 million for the three-month period ended June 30, 2010, an increase of ¥3,015 million compared to the same period of the prior year. Depreciation and amortization was ¥1,476 million (a decrease of ¥212 million compared to the prior year). Accounts receivable decreased by ¥13,085 million (¥10,350 million positive cash impact compared to prior year).

Inventories increased ¥3,547 million (¥715 million negative cash impact compared to the prior year).

Accounts payable decreased ¥2,796 million (¥981 million positive cash impact compared to the prior year).

Income taxes paid were ¥3,504 million (an increase of ¥92 million compared to the prior year). As a result, net cash provided by operating activities during the three-month period ended June 30, 2010 totaled ¥4,339 million (an increase of ¥10,248 million compared to the prior year).

ii. Net cash used in investing activities

Net cash used in investing activities totaled ¥173 million (a decrease of ¥14,531 million compared to same period of the previous year). The main factors were payments for acquiring property and equipment of ¥841 million and proceeds from return of rental deposits of ¥748 million

iii. Net cash used in financing activities

Net cash used in financing activities totaled ¥4,106 million (a decrease of ¥988 million compared to same period of the prior year). The main factors were payments for dividends of ¥2,733 million payments and payments of short-term loans of ¥1,363 million.

(3) Qualitative information on consolidated business forecasts

The Group is prepared to meet the new business environment that is expanding our customer base through the proliferation of broadband networks to homes and a wider selection of game platforms. We view this change as an opportunity to capture new profit sources and are making every effort to expand our financially well-established network related businesses to have our Group's attractive content enjoyed by an ever-growing number of users.

The Group's consolidated forecasts for the fiscal year ending March 31, 2011 are unchanged from those disclosed on May 18, 2010.

2. Other Information

(1) Significant changes among subsidiaries during the period

None

(2) Use of simplified or special accounting treatment

i. Use of simplified accounting treatment

1. Valuation of inventory

A rational computation method based on actual ending inventory of the previous period was adopted instead of physical stock inventory method.

2. Calculation methods for depreciation allowances of fixed assets

For assets to which the declining balance method is applied, depreciation allowance is calculated by the

amount distributed proportionally for that consolidated fiscal year.

3. Methods for calculating deferred income tax assets and deferred tax liabilities

In assessing the collectability of deferred tax assets, future performance forecasts and tax planning in the previous fiscal year are utilized based on a determination that there has been no marked change in the operating environment since the end of the previous year and that there has been no marked change with respect to the occurrence of temporary differences.

ii. Use of special accounting treatment

None

(3) Changes in accounting policies, procedures, and methods of presentation for consolidated financial statements

i. Application of Accounting Standard for Asset Retirement Obligations

Effective from the first quarter of the fiscal year ending March 31, 2011, "Accounting Standard for Asset Retirement Obligations" (ASBJ Statement No.18, issued March 31, 2008) and "Guidance on Accounting Standard for Asset Retirement Obligations" (ASBJ Guidance No. 21, issued March 31, 2008) have been applied. Accordingly, operating income and recurring income each decreased ¥10 million yen, while income before income taxes and minority interests decreased ¥473 million. In addition, the amount of asset retirement obligation change was ¥649 million following the application of the accounting standard and guidance.

ii. Application of Accounting Standard for Equity Method of Accounting for Investments and Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method

Effective from the first quarter of the fiscal year ending March 31, 2011, "Accounting Standard for Equity Method of Accounting for Investments" (ASBJ Statement No.16, issued March 10, 2008) and "Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method" (ASBJ PITF No.24, issued March 10, 2008) have been applied.

These changes had no impact on recurring income and income before income taxes and minority interests.

iii. Change in method of presentation

In first quarter of the fiscal year ending March 31, 2011, "Proceeds from return of rental deposits" and "Payments for rental deposits" have been separated from the "Other" line of the cash flow statement based on increased materiality. For comparison, the first quarter of the previous fiscal year these amounts were ¥244 million and -¥109 million, respectively.

(4) Subsequent events affecting going concern assumptions

Not applicable

3. Consolidated Financial Statements

(1) Consolidated Balance Sheets

(Millions of yen)

	As of June 30, 2010	As of March 31, 2010
Assets		
Current assets		
Cash and deposits	109,806	111,211
Notes and accounts receivable	16,940	30,682
Short-term investment securities	35,000	35,000
Merchandise and finished goods	3,123	3,237
Work in progress	213	54
Raw materials and supplies	496	469
Content production account	19,105	16,025
Other	16,171	17,199
Allowance for doubtful accounts	(172)	(533)
Total current assets	200,685	213,347
Non-current assets		
Property and equipment	18,858	18,850
Intangible assets		
Goodwill	9,558	10,233
Other	10,563	11,390
Total intangible assets	20,122	21,623
Investments and other assets	15,211	16,707
Total non-current assets	54,191	57,182
Total assets	254,876	270,529

(Millions of yen)

	As of June 30, 2010	As of March 31, 2010
Liabilities		
Current liabilities		
Notes and accounts payable	8,002	10,666
Short-term loans	1,330	2,808
Current portion of corporate bonds	37,000	37,000
Accrued income taxes	1,248	4,090
Reserve for bonuses	913	1,571
Allowance for sales returns	3,702	4,046
Allowance for game arcade closings	195	321
Asset retirement obligations	4	-
Other	9,212	14,753
Total current liabilities	61,609	75,257
Non-current liabilities		
Corporate bonds	35,000	35,000
Allowance for employees' retirement benefits	2,382	2,170
Allowance for directors' retirement benefits	254	250
Allowance for game arcade closings	627	645
Asset retirement obligations	645	-
Other	2,975	2,947
Total non-current liabilities	41,884	41,013
Total liabilities	103,494	116,271
Net assets		
Shareholders' equity		
Common stock	15,204	15,204
Capital surplus	44,444	44,444
Retained earnings	97,761	98,848
Treasury stock	(857)	(856)
Total shareholders' equity	156,553	157,641
Valuation and translation adjustments		
Unrealized loss on revaluation of other investment securities	(54)	(9)
Foreign currency translation adjustments	(6,587)	(4,951)
Total valuation and translation adjustments	(6,641)	(4,960)
Stock acquisition rights	645	715
Minority interests in consolidated subsidiaries	824	861
Total net assets	151,382	154,258
Total liabilities and net assets	254,876	270,529

(2) Consolidated Statements of Income

	<i>(Millions of yen)</i>	
	Three months ended June 30, 2010	Three months ended June 30, 2009
Net sales	32,540	29,399
Cost of sales	16,448	16,918
Gross profit	16,091	12,481
Reversal of allowance for sales returns	4,046	4,863
Provision for allowance for sales returns	3,620	3,897
Net gross profit	16,517	13,446
Selling, general and administrative expenses	11,083	12,852
Operating income	5,434	594
Non-operating income		
Interest income	55	39
Dividends received	13	13
Amortization of negative goodwill	-	68
Foreign exchange gain	-	773
Miscellaneous income	44	67
Total non-operating income	114	961
Non-operating expenses		
Interest expenses	17	0
Investment loss on equity method	-	1
Commissions paid	11	18
Foreign exchange loss	2,088	-
Miscellaneous loss	4	6
Total non-operating expenses	2,122	26
Recurring income	3,426	1,529
Extraordinary gain		
Gain on sale of property and equipment	0	31
Reversal of allowance for doubtful accounts	182	5
Gain on reversal of stock acquisition rights	96	-
Reversal of foreign currency translation adjustments	317	-
Other	102	-
Total extraordinary gain	699	36
Extraordinary loss		
Loss on disposal of property and equipment	23	54
Acquisition costs	-	830
Loss on adjustment for changes of accounting standard for asset retirement obligations	462	-
Other	29	78
Total extraordinary loss	516	963
Income before income taxes, minority interests and distribution of loss in partnership (tokumei-kumiai)	3,609	602
Distribution of loss in partnership (tokumei-kumiai)	(0)	8
Income before income taxes and minority interests	3,609	594
Current income taxes	-	1,181
Income taxes for prior periods	17	1,109
Deferred income taxes	1,546	(23)
Total income taxes	1,795	2,267
Net income before minority interests	1,813	-
Minority interests in consolidated subsidiaries	1	(0)
Net income (loss)	1,812	(1,672)

(3) Consolidated Statements of Cash Flows

(Millions of yen)

	Three months ended June 30, 2010	Three months ended June 30, 2009
Cash flows from operating activities		
Income before income taxes and minority interests	3,609	594
Depreciation and amortization	1,476	1,689
Amortization of goodwill	377	356
Reversal of foreign currency translation adjustments	(317)	-
Loss on adjustment for changes of accounting standard for asset retirement obligations	462	-
Increase (decrease) in allowance for doubtful accounts	(350)	(303)
Increase (decrease) in reserve for bonuses	(658)	(766)
Increase (decrease) in allowance for sales returns	(166)	(1,064)
Increase (decrease) in allowance for employees' retirement benefits	212	190
Increase (decrease) in allowance for directors' retirement benefits	3	2
Increase (decrease) in allowance for game arcade closings	(111)	(25)
Interest and dividends received	(69)	(52)
Interest expenses	17	0
Foreign exchange loss (gain)	1,812	102
Investment loss (gain) on equity method	-	1
Decrease (increase) in accounts receivable	13,085	2,734
Decrease (increase) in inventories	(3,547)	(2,831)
Increase (decrease) in accounts payable	(2,796)	(3,778)
Other	(5,179)	613
Subtotal	<u>7,860</u>	<u>(2,538)</u>
Interest and dividends received	40	43
Interest paid	(56)	(2)
Income taxes paid	(3,504)	(3,411)
Net cash provided by operating activities	<u>4,339</u>	<u>(5,908)</u>
Cash flows from investing activities		
Payments for acquiring property and equipment	(841)	(1,930)
Proceeds from sale of property and equipment	0	138
Payments for acquiring intangible assets	(57)	(131)
Payments for purchase of investments in subsidiaries	(20)	-
Payments for rental deposits	(11)	-
Proceeds from return of rental deposits	748	-
Investments in time deposits	(544)	(1,069)
Proceeds from time deposits	544	106
Payments for purchase of investments in subsidiaries resulting in change in scope of consolidation	-	(11,791)
Payments for loans	(3)	(4)
Proceeds from recovery of loans	4	1
Other	6	(25)
Net cash used in investing activities	<u>(173)</u>	<u>(14,705)</u>

(Millions of yen)

	Three months ended June 30, 2010	Three months ended June 30, 2009
Cash flows from financing activities		
Payments for short-term loans	(1,363)	-
Payments for long-term loans	-	(3,039)
Proceeds from issuances of shares	-	139
Payments for acquisition of treasury stock	(0)	(1)
Payments for dividends	(2,733)	(2,192)
Other	(7)	0
Net cash provided by (used in) financing activities	(4,106)	(5,094)
Effect of exchange rate changes on cash and cash equivalents	(1,329)	1,317
Net increase (decrease) in cash and cash equivalents	(1,269)	(24,390)
Cash and cash equivalents at beginning of the year	109,717	111,875
Increase in cash and cash equivalents due to inclusion of newly consolidated subsidiaries in the scope of consolidation	-	65
Decrease in cash and cash equivalents due to exclusion of subsidiaries from the scope of consolidation	(101)	(495)
Cash and cash equivalents at end of period	108,346	87,055

(4) Going concern assumptions

Not applicable

(5) Segment Information

Consolidated Business Segment Information

Three-month period ended June 30, 2009

(Millions of yen)

	Games	Amusement	Publication	Mobile phone content	Merchandising	Total	Eliminations or unallocated	Consolidated total
Sales and operating income (loss)								
Net sales								
(1) Sales to outside customers	8,512	12,037	3,820	2,660	2,368	29,399	-	29,399
(2) Intersegment sales	-	-	-	0	1	1	(1)	-
Total	8,512	12,037	3,820	2,660	2,370	29,401	(1)	29,399
Operating income (loss)	(992)	76	1,138	1,164	1,130	2,518	(1,923)	594

- Notes: 1. The classification of business segments is made according to the types of products and services.
2. Major products offered by each business segment:

Segment	Major Products
Games	Games, online games
Amusement	Amusement facility operation and rental, sales of amusement game machines
Publication	Magazine comics, serial comics, game-related books
Mobile phone content	Content for mobile phones
Merchandising	Derivative products such as character merchandise

3. The Square Enix group (the "Group") has been making determined effort to strengthen the foundation and profitability of its business segments of Games (offline), Games (online), Mobile Phone Content, Publication, Amusement and Others under this new established holding company since October 2008. Based on the changes in corporate structure as well as adjustment and strengthening its business foundation, the Group has decided to change its business segments to Games, Amusement, Publication, Mobile Phone Content and Merchandising, starting from the fiscal year ended March 31, 2010. The segment information of the same period in the previous fiscal year applied to the new business segmentation follows.

Three-month period ended June 30, 2008

(Millions of yen)

	Games	Amusement	Publication	Mobile phone content	Merchandising	Total	Eliminations or unallocated	Consolidated total
Sales and operating income (loss)								
Net sales								
(1) Sales to outside customers	7,941	15,363	2,975	2,622	866	29,770	-	29,770
(2) Intersegment sales	-	-	-	7	-	7	(7)	-
Total	7,941	15,363	2,975	2,630	866	29,777	(7)	29,770
Operating income (loss)	1,665	1,205	882	1,044	270	5,069	(1,605)	3,463

4. Change in allocation of operating expenses:

While all of the expenses for the administration department of Taito Corporation was included in the Amusement the past, these expenses have been included in Eliminations or unallocated since the first quarter ended in June 30, 2009. The changes to allocation was made to deliver a clearer view of administrative expenses in each segment. The operating expenses for the administration department of Taito Corporation are as follows:

Three-month period ended Jun. 30, 2009:	549 million yen
Three-month period ended Jun. 30, 2008:	384 million yen

Consolidated Geographic Segment Information

Three-month period ended June 30, 2009

(Millions of yen)

	Japan	North America	Europe	Asia	Total	Eliminations or Unallocated	Consolidated total
Sales and operating income							
Net sales							
(1) Sales to outside customers	26,750	1,294	1,271	82	29,399	-	29,399
(2) Intersegment sales	550	576	206	20	1,354	(1,354)	-
Total	27,300	1,871	1,478	103	30,754	(1,354)	29,399
Operating income (loss)	2,124	(695)	(846)	2	584	10	594

- Notes:
- The classification of geographic segments is made according to geographical distances.
 - Main countries included in each segment:
 - North America: United States of America, Canada
 - Europe: United Kingdom, France, Germany, others
 - Asia: China, South Korea
 - Due to the acquisition of Eidos Ltd. in the first quarter of the fiscal year ended March 31, 2010, Canada is added to the North America segment and France, Germany and others are added to the Europe segment.

Consolidated Overseas Sales

Three-month period ended June 30, 2009

(Millions of yen, except percentages)

	North America	Europe	Asia	Total
I. Overseas sales	1,510	1,346	287	3,144
II. Consolidated sales	-	-	-	29,399
III. Percentage of overseas sales to consolidated sales (%)	5.1	4.6	1.0	10.7

- Notes:
- The classification of geographic segments is made according to geographical distances.
 - Main countries included in each segment:
 - North America: United States of America, Canada
 - Europe: United Kingdom, France, Germany, others
 - Asia: China, South Korea, Taiwan, others
 - Overseas sales represent sales of the Company and its consolidated subsidiaries to countries and areas outside of Japan.

Segment Information

1. Outline of reporting segments

The Group's reporting segments are business units for which discrete financial data is available and periodically reviewed by the Board of Directors in the determination of resource allocation as well as the evaluation of business performance.

Under internationally renowned brands such as SQUARE ENIX, TAITO and EIDOS the Square Enix Group strives to offer high quality entertainment content and services through a variety of media formats to match user lifestyles.

To this end, the Group offers entertainment content and services in a variety of forms including: (1) interactive digital content for game consoles, personal computers and mobile phones in the "Digital Entertainment" business; (2) amusement facility operation as well as the sales and rental of arcade game machines in the "Amusement" business; (3) publication of comic books, game strategy books and comic magazines in the "Publication" business; and (4) planning, production, distribution and licensing of derivative products in the "Merchandising" business. These four classifications serve as the Group's reporting segments.

2. Information on sales and income (loss) by reporting segment

Three-month period ended June 30, 2010

(Millions of yen)

	Reporting Segments				Total	Adjustment (Note 1)	Consolidated total (Note 2)
	Digital Entertainment	Amusement	Publication	Merchandising			
Sales and operating income							
Net sales							
(1) Sales to outside customers	16,626	10,978	4,038	896	32,540	-	32,540
(2) Intersegment sales	-	-	-	1	1	(1)	-
Total	16,626	10,978	4,038	898	32,541	(1)	32,540
Operating income	5,891	683	1,251	223	8,050	(2,616)	5,434

Notes: 1. Segment adjustments (-2,616 million yen) include amortization of goodwill (-377 million yen) and unallocated corporate operating expenses (-2,242 million yen).

2. Operating income for segments are adjusted in operating income on the quarterly consolidated statements of income.

3. Information on fixed assets, impairment loss and goodwill by reporting segment

Not applicable

(Additional information)

Effective from the first quarter ended June 30, 2010, "Revised accounting standard for disclosures about segments of an enterprise and related information" (ASBJ statement No. 17 of March 27, 2009) and "Guidance on accounting disclosures about standard for disclosures about segments of an enterprise and related information" (ASBJ Guidance No. 20 of March 21, 2009) have been adopted.

(6) Material changes in shareholders' equity

Not applicable