



# Overview of 2nd Quarter Results for the Year Ending December 31, 2010

## [Japanese GAAP]

August 11, 2010

Company Name : **ASATSU-DK INC.** Exchange : Tokyo Stock Exchange First Section  
 Securities Code : 9747 URL : <http://www.adk.jp/english/ir/index.html>  
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 Interim Dividend Payable Date : Sep. 13, 2010

(Unit: millions of yen, Rounded down under 1 million yen)

## 1. The First Six Months Consolidated Results ( January 1, 2010 to June 30, 2010 )

## (1) Consolidated Operating Results

	Gross Billings		Operating Income		Recurring Profit		Net Income	
	(millions of yen)	(%)	(millions of yen)	(%)	(millions of yen)	(%)	(millions of yen)	(%)
6 months ended ;								
Jun. 30, 2010	168,496	(5.1)	(1,484)	-	(131)	-	(1,868)	-
Jun. 30, 2009	177,481	-	(45)	-	1,169	-	389	-

	Net Income per Share	Fully Diluted Net Income per Share
	(yen)	(yen)
6 months ended ;		
Jun. 30, 2010	(44.17)	-
Jun. 30, 2009	9.10	9.10

(Notes) Percentages shown for Gross Billings, Operating Income, Recurring Profit and Net Income represent increase/decrease from those in the corresponding period of the previous year.

## (2) Consolidated Financial Position

	Total Assets	Net Assets	Shareholder's Equity Ratio	Net Assets per share
	(millions of yen)	(millions of yen)	(%)	(yen)
Jun. 30, 2010	185,173	103,036	55.1	2,422.02
Dec. 31, 2009	190,024	107,465	56.0	2,499.05

(Reference) Shareholders' equity Jun. 30, 2010 102,056million yen Dec. 31, 2009 106,423million yen

## 2. Dividend Information

	Dividend per Share (Yen)		
	interim	year-end	Full-year
	(yen)	(yen)	(yen)
Fiscal 2009 ( Actual )	10.00	10.00	20.00
Fiscal 2010 ( Actual )	10.00	-	20.00
Fiscal 2010 ( Forecast )	-	10.00	

(Notes) We do not revise year-end dividends for fiscal 2010 on February 12, 2010.

## 3. Forecast of Consolidated Fiscal 2010 ( January 1, 2010 to December 31, 2010 )

	Gross Billings		Operating Income		Recurring Profit		Net Income		Net Income per share
	(millions of yen)	(%)	(millions of yen)	(%)	(millions of yen)	(%)	(millions of yen)	(%)	(yen)
Full-year	354,000	1.1	0	-	1,900	73.6	(2,500)	-	(59.22)

(Notes) 1. Percentages shown for Gross Billings, Operating Income, Recurring Profit and Net Income represent increase/decrease from those in the corresponding period of the previous year.

2. We revised the forecast for the fiscal 2010 consolidated results on August 6, 2010 as above.

4.Others

- (1) Changes in the Scope of Consolidation and Application of the Equity Method by the significant subsidiaries ? : No.
- (2) Is any simplified accounting treatment adopted ? : Yes.  
For details, see the Supplemental Note “6.Others (2)” on the page 10.
- (3) Is there any accounting treatment particular to the quarterly financial statements ? : Yes.  
For details, see the Supplemental Note “6.Others (3)” on the page 10.
- (4) Is there any change in accounting standards for quarterly financial reporting ? : No.
- (5) 1. Number of outstanding stocks (including treasury stock) issued, end of term :  
at June 30, 2010 : 45,155,400 shares, at December 31, 2009 : 45,155,400 shares,  
2. Number of treasury stock, end of term :  
at June 30, 2010 : 3,018,613 shares, at December 31, 2009 : 2,569,867 shares,  
3. Avg. number of shares (consolidated) outstanding during the terms ended :  
at June 30, 2010 : 42,294,452 shares, at June 30, 2009 : 42,834,810 shares,  
For details, see the Supplemental Note “6.Others (4)” on the pages 10 and 11.

**A Cautionary Note on Forward-looking Statements:**

This report may contain forward-looking statements based on ASATSU-DK management's view and assumptions of future developments as of the date of such statements. The foregoing statements are inherently subject to risks and uncertainties that could lead to material differences between such statements and actual outcomes.

Therefore, ASATSU-DK does not warrant any certainty and accuracy thereto. ASATSU-DK also expressly disclaims any obligation to update or revise its forward-looking statements.

Please visit the web site for the announcements.

## [Supplemental Notes on the Consolidated Results]

### 1. Overview of Operating Results

During the first six months of 2010, the Japanese economy grew with improvements in corporate profitability pushed by exports, and recovery in individual consumption induced by the government's stimulus package. However, it remains uncertain if export growth can continue, due to the strong yen and worries of weakening economies in the US and Europe, including a threat of financial turmoil affected by the Greek government's primary deficit. Also, even after six months of growth, the absolute size of the Japanese economy is still smaller by several percentage points than that before the last recession.

In the advertising markets in Japan, demand is returning but is still relatively weak as clients' advertising budgets are limited, especially for traditional mass media. As a result, the competitive environment continues to be difficult.

The ADK group responded to these challenging market conditions by taking advantage of its 360-degree communications programs. However, the group's performance for the period was disappointing.

The ADK group reported gross billings of ¥ 168,496 million (5.1% y-o-y decline). After a strict evaluation of work-in-progress, gross profits were ¥ 19,841 million (6.6% y-o-y decline). The gross margin declined to 11.8% from 12.0%. Operating expenses ended at ¥ 21,326 million, the same level as that of Q2 2009, since a small increase in staff cost was offset by a reduction in other operating expenses. Accordingly, the group reported an operating loss of ¥ 1,484 million (compared with ¥ 45 million operating loss for Q2 2009). Equity in earnings of affiliated companies-net was ¥ 108 million (102.1% y-o-y increase), mainly because Digital Advertising Consortium Inc. ("DAC"), an internet advertising media representative company, grew both gross billings and net income. Non-operating income, including interest and dividend income, was ¥ 1,484 million, and the non-operating loss was ¥ 131 million. As a result, recurring loss was ¥ 131 million (compared with ¥ 1,169 million recurring profit for the Q2 2009). The group reported ¥117 million extraordinary profits and ¥ 2,629 million extraordinary loss, reflecting a loss on sales of investment securities, including ADK's investment in Nippon Information Industries Corp. ("NII"), then an equity method affiliate

company, and a loss on the valuation of investment securities.(See note below.) The ADK group reported a loss before income tax and minority interests of ¥ 2,643 million (compared with ¥ 914 million profits before income tax and minority interests for Q2 2009) and net loss totaled ¥ 1,868 million (compared with ¥ 389 million net income for the Q2 2009).

Note: ADK sold its investment in NII for ¥ 2,558 million in February 8, 2010 to NII itself. The value of the investment was recognized by the equity method on a consolidated basis and by the historical price method on a non-consolidated basis. Accordingly ADK reported an extraordinary loss on sale of its investment in NII on a consolidated basis, and extraordinary gain on a non-consolidated basis.

Performance by Business and Geographical Segment are as Follows:

(Advertising Business Segment)

The group's advertising business generated gross billings of ¥ 165,018 million (5.2% y-o-y decline).

At the parent company, which is engaged in only the advertising business, gross billings from clients in Foods, Government / Organizations sectors increased. However, gross billings from clients in Beverages / Tobacco products, Transportation / Leisure, Information / Communications, and Finance / Insurance sectors decreased. By discipline, Creative and Others, OOH (out-of-home) Media, and Newspapers, grew but others slowed. As a result, the parent company reported gross billings of ¥ 150, 689 million (5.8% y-o-y decline).

Non-consolidated Gross billings, Composition, and Year-on-Year change by Discipline are as follows:

Breakdown by Discipline		Gross Billings (Millions of yen)	Composition %	Y-o-Y Change %
Media	Magazine	7,627	5.0	(14.7)
	Newspaper	11,265	7.5	1.0
	TV (Program, Spot, and Content)	70,539	46.8	(8.7)
	Radio	1,352	0.9	(8.1)
	Digital Media	6,836	4.5	(2.1)
	OOH Media	4,619	3.1	6.0
	Sub-total	102,242	67.8	(7.2)
Non-Media	Sales Promotion	22,676	15.1	( 11.9)
	Creative and Others	25,770	17.1	7.1
Sub-total		48,447	32.2	(2.7)
Total		150,689	100	(5.8)

- (Notes)
1. Because we offer cross-media solutions, the data may not represent gross billings by medium.
  2. The gross billings by discipline are rounded down. Therefore, their sums do not equal the total or the subtotals.

Consolidated subsidiaries in this segment generated larger gross billings in total, especially overseas. Also, since January 2010, ASATSU-DK (Malaysia) Sdn.Bhd. has been added to the consolidation. As a result, the segment's subsidiaries reported larger gross billings during the first six months than in the comparative period of 2009 as reported above.

In terms of profitability, within the segment, the parent company's gross profits declined to ¥ 14,760 million (12.0% y-o-y decline) because of a decline in gross billings and a strict valuation of work-in-progress. Operating expenses ended at the same level as that of Q2 2009, since a small increase in staff cost was offset by a reduction in provision for doubtful accounts and other operating expenses. Accordingly, the parent company reported operating loss of ¥ 1,881 million (compared with ¥ 184 million operating income for the Q2 2009). The group's subsidiaries in this segment grew gross profits, and the domestic subsidiaries had a smaller provision for doubtful accounts. As a result, before off-setting inter-segment transactions, the segment reported an operating loss of ¥ 1,463 million (compared with ¥ 11 million operating income for the Q2 2009).

(Other Business)

Among the group's two consolidated subsidiaries in the publications industry, one subsidiary engaged in the production of membership periodicals lost a contract and generated smaller sales, but succeeded in keeping an operating profit. The other subsidiary, however, reported an operating loss while it generated the same level of sales as in the Q2 2009 under the stagnant market conditions with high return rates and kept cutting operating expenses. As a result, the segment reported sales of ¥ 3,478 million (1.1% y-o-y increase) while its operating loss registered ¥ 17 million (versus ¥ 53 million operating loss in the comparative period in 2009).

(Geographical Segment Information)

Because gross billings generated by the domestic Japanese operations represent more than 90% of the consolidated gross billings, we hereby save the disclosure of the details by geographical segment.

(Overseas Sales)

The ADK group obtained 6.1% of its gross billings from abroad during the first six months (compared with 5.0% during Q2 2009). All overseas sales are generated from the advertising business.

## 2. Consolidated Financial Position

As of June 30, 2010, total assets were ¥ 185,173 million, a ¥ 4,850 million decrease from those of December 31, 2009, mainly due to decreases in notes and accounts receivable-trade and in investment securities. Total liabilities were ¥ 82,137 million, slightly smaller than that of Q2 2009, mainly due to decreases in notes and accounts payable-trade. Net Assets, which includes minority interests and valuation and translation adjustments, totaled ¥ 103,036 million and net assets ratio was 55.6%.

Please note that the treasury stocks at the end of Q2 2010 include 447,400 stocks in ADK, or ¥ 795 million, held by ADK's Employees Stock Ownership Plan (ESOP) Trust. Such stocks are treated as if they were acquired by ADK itself. For Accounting of Treasury Stocks in relation with ESOP Trust, please refer to the following note 6-(4).

### (Cash flow)

As of June 30, 2010, cash and cash equivalents amounted to ¥ 24,471 million, an increase of ¥ 5,626 million from the previous fiscal year end because cash inflows from operating and investing activities surpassed cash outflow for financing activities.

Among the operating activities, loss before income taxes and minority interests for the first six months of 2010 was ¥ 2,643 million, while the decrease of notes and accounts payable-trade and notes and accounts receivable-trade were ¥ 4,564 million and ¥ 420 million, respectively, because gross billings were smaller. As a result, net cash flow provided by operating activities was ¥ 3,327 million.

Net cash of ¥ 3,137 million was provided by investing activities mainly due to net cash from the sale of investment securities in an affiliated company, NII.

Net cash used for financing activities was ¥ 532 million, after dividends for ¥ 425 million, acquisition of own stocks for ¥ 797 million, including those acquired by a trust for ESOP, and an increase in debt in ¥ 930 million.

### 3. Revised Forecasts of Consolidated and Non-consolidated Results for the Full Year Ending December 31, 2010 and Shareholder Returns.

It appears that Japan's economy has hit bottom, and we may be seeing some recovery, but it will still take time for the Japanese economy to resume solid growth.

Considering this difficult economic environment and the results for the first six months of 2010, the ADK group has revised downward the consolidated and non-consolidated FY 2010 forecast on August 6, 2010. As reported, the revised consolidated forecasts are ¥354,000 million in Gross Billings, ¥ 42,300 million in Gross Profits, ¥ 0 million in Operating Income, ¥ 1,900 million in Recurring Profits, and ¥2,500 million in Net Loss.

Non-consolidated forecasts are ¥314,000 million in Gross Billings, ¥ 31,950 million in Gross Profits, ¥ 900 million in Operating Loss, ¥ 700 million in Recurring Profits, and ¥700 million in Net Income. The forecast of consolidated earnings per share was revised downward to ¥ 59.22. A forecast of annual dividend per share is maintained at ¥ 20 per share, or a minimum annual dividend per share under the dividend policy of ADK.

Considering a forecast of consolidated net loss for FY 2010, a difficult competitive environment, and an increasing importance of financial flexibility and stability for potential investments for the future growth, the ADK group has no plan to acquire additional treasury stock for the remaining period of 2010. An acquisition of treasury stock in 2011 and beyond will be determined from a holistic point of view.

### 4. Strategic Focus Under the Current Environment

In order to respond to the above discussed difficult business environment appropriately, the ADK group will focus on the following three strategies:



(1) Cost control to maintain profitability

In order to maintain profitability, the ADK group takes all possible measures to control the cost of goods sold and operating expenses, especially personnel costs. As announced on August 6, 2010, ADK will introduce an Early Retirement Program in Q4 2010, aiming at a reduction of up to 100 headcounts with maximum ¥ 2,200 million in additional severance benefits, an extraordinary loss. This program is to improve profitability of the company by curtailing fixed cost of up to ¥ 1,100 million a year, and is a key strategy together with aggressive measures to respond to digitalization of media and globalization of clients and competition.

(2) Improvement in the profitability of group companies

Some ADK group companies showed disappointing performance for the first six months of 2010. The ADK group focuses on the improvement of profitability at those companies and, at the same time, is working hard to grow strategically important group companies to realize greater synergy within the group.

(3) Accelerated Development of Growth Strategies

Even during these difficult times, we never cease our efforts to grow by obtaining greater competitiveness in relatively faster growing markets, especially the digital area and overseas markets.

5. Medium-term Management Plan

Under the current unprecedented global recession, it is difficult to revise our medium-term management plan. At the moment, we at the ADK group wish to focus on FY 2010 results.

6. Others

(1) Changes in the scope of consolidation and application of the equity method for the significant subsidiaries.

Not applicable.

(2) Adoption of simplified accounting treatment for this second quarter

① Depreciation of property and equipment

For property and equipment, which is depreciated by the declining-balance method, depreciation for the FY 2010 is equally allocated to each quarter of the year.

② Deferred tax

For judgment of likelihood that deferred tax assets can be utilized, the group used its future income projection and tax planning basis made for fiscal 2009, because the group believes that there is no significant change based on the latest assessments of business environment and temporary differences of assets and liabilities, respectively, recognized for financial and tax purposes.

(3) Accounting treatment particular to the quarterly financial statements

① Income taxes

The ADK group calculated income tax expense by a simplified method, where income tax expense is a product of income before income taxes multiplied by expected income tax rate for the year. On the income statement, the amount of deferred tax is included in income taxes.

(4) Accounting of Treasury Stock in relation with Employees Stock Ownership Plan Trust

ADK has implemented an Employees Stock Ownership Plan (“ESOP”) as an incentive to the group’s employees to boost mid- and long-term growth and help them pay more attention to a group performance and stock prices.

Under the plan, during the first quarter of 2010, a new trust account created for the ESOP has bought 461,400 stocks in ADK for ¥ 819 million from the market on behalf of the already existing ADK Employees Stock Program (“AESP”). The size of the acquisition is decided based on the anticipated number of stocks for the AESP to buy for the period between April 2010 and March 2015. The trust finished purchasing stocks and would not buy any more stocks. The AESP has been buying ADK stock from the trust account every month since April 2010. The balance of stocks held by the trust will decrease in accordance of purchases by the AESP. After some sale of stocks to the AESP, the balance as of the end of June 2010 is 447,400 stocks for ¥ 795 million.

During the five year period the trust holds stocks, an independent custodian of the trust will order the trust to execute the voting rights for the benefit of the AESP.

Considering terms and conditions of the ESOP, including, among others, that ADK guarantees punctual payments of bank borrowings owed by the trust, from the conservatism point of view, the group treats the transactions by the trust as if they were made by ADK itself. Therefore, the stock in ADK held by the trust and other assets, liabilities, profits and losses are accounted for in the group's financial statements.

Accordingly, per-share data, the number of outstanding stocks, and the average number of outstanding stocks are calculated using the number of treasury stocks which includes ADK stocks acquired and held by the trust.

(5) Information of meeting and additional information materials

ADK will hold a meeting on August 18, 2010 in Tokyo for Securities Analysts and Institutional Investors to explain the Q2 results. Materials used in the meeting will be uploaded to the website (See the URL below.) immediately after the meeting. No conference call is scheduled.

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**ASATSU-DK INC. and Consolidated Subsidiaries****Consolidated Financial Highlights****Six Months Ended June 30, 2010**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Six Months Ended June 30, 2010	Six Months Ended June 30, 2009	Year Ended December 31, 2009
GROSS BILLINGS	168,496	177,481	350,211
YEAR-ON-YEAR GROWTH RATE (%)	(5.1)	(11.5)	(12.3)
GROSS PROFIT	19,841	21,239	41,367
OPERATING INCOME	(1,484)	(45)	(756)
YEAR-ON-YEAR GROWTH RATE (%)	-	-	-
RECURRING PROFIT	(131)	1,169	1,094
YEAR-ON-YEAR GROWTH RATE (%)	-	(70.2)	(79.5)
INCOME BEFORE INCOME TAXES AND MINORITY INTERESTS	(2,643)	914	343
NET INCOME	(1,868)	389	73
INTERIM (FULL-YEAR) DIVIDEND PER SHARE (Yen)	10.00	10.00	20.00
TOTAL ASSETS	185,173	185,057	190,024
SHAREHOLDERS' EQUITY (Shareholders' equity plus valuation and translation adjustments)	102,056	102,611	106,423
MINORITY INTERESTS	980	1,034	1,042
TOTAL NET ASSETS (Total of shareholders' equity plus minority interests)	103,036	103,645	107,465
SHAREHOLDERS' EQUITY PER SHARE (Yen)	2,422.02	2,409.48	2,499.05
NET INCOME PER SHARE (Yen)	(44.17)	9.10	1.73
CASH FLOW FROM OPERATING ACTIVITIES	3,327	11,187	6,404
CASH FLOW FROM INVESTING ACTIVITIES	3,137	(805)	1,570
CASH FLOW FROM FINANCING ACTIVITIES	(532)	(1,709)	(2,141)
CASH AND CASH EQUIVALENTS, END OF PERIOD (YEAR)	24,471	21,883	18,844

**ASATSU-DK INC. and Consolidated Subsidiaries****Consolidated Income Statements****Six Months Ended June 30, 2010**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Six Months Ended June 30, 2010 (From January 1 to June 30, 2010)	Six Months Ended June 30, 2009 (From January 1 to June 30, 2009)
I GROSS BILLINGS	168,496	177,481
II COST OF SALES	148,655	156,241
GROSS PROFIT	19,841	21,239
III SELLING, GENERAL AND ADMINISTRATIVE EXPENSES		
1. Salaries	11,310	11,021
2. Provision for bonus expenses	166	128
3. Other expenses	9,848	10,135
Total selling, general and administrative expenses including others	21,326	21,285
OPERATING INCOME	(1,484)	(45)
IV NON—OPERATING INCOME		
1. Dividend income	907	705
2. Other income	577	663
Total non-operating income including others	1,484	1,368
V NON—OPERATING EXPENSES	131	153
RECURRING PROFIT	(131)	1,169
VI EXTRAORDINARY PROFITS	117	188
VII EXTRAORDINARY LOSSES		
1. Loss on sales of investment securities	1,011	15
2. Loss on valuation of investment securities	1,351	37
3. Other losses	265	391
Total extra ordinary losses including others	2,629	444
INCOME BEFORE INCOME TAXES AND MINORITY INTERESTS	(2,643)	914
INCOME TAXES	(778)	505
MINORITY INTERESTS IN NET INCOME	2	19
NET INCOME	(1,868)	389

**ASATSU-DK INC. and Consolidated Subsidiaries****Consolidated Income Statements****Three Months Ended June 30, 2010**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Three months ended June 30, 2010 (From April 1 to June 30, 2010)	Three months ended June 30, 2009 (From April 1 to June 30, 2009)
I GROSS BILLINGS	85,738	86,213
II COST OF SALES	77,081	76,183
GROSS PROFIT	8,657	10,030
III SELLING, GENERAL AND ADMINISTRATIVE EXPENSES		
1. Salaries	5,913	4,977
2. Other expenses	5,298	5,120
Total selling, general and administrative expenses including others	11,211	10,098
OPERATING INCOME	(2,554)	(67)
IV NON—OPERATING INCOME		
1. Dividend income	229	670
2. Other income	271	295
Total non-operating income including others	501	966
V NON—OPERATING EXPENSES	116	88
RECURRING PROFIT	(2,170)	810
VI EXTRAORDINARY PROFITS	87	199
VII EXTRAORDINARY LOSSES		
1. Loss on valuation of investment securities	1,349	2
2. Other losses	254	224
Total extra ordinary losses including others	1,603	226
INCOME BEFORE INCOME TAXES AND MINORITY INTERESTS	(3,686)	783
INCOME TAXES	(1,584)	480
MINORITY INTERESTS IN NET INCOME	9	11
NET INCOME	(2,112)	290

**ASATSU-DK INC. and Consolidated Subsidiaries****Consolidated Balance Sheets****June 30, 2010**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	June 30, 2010	December 31, 2009
<b><u>ASSETS</u></b>		
<b>I CURRENT ASSETS</b>		
1. Cash and time deposits	22,031	21,605
2. Notes and accounts receivable-trade	83,571	87,957
3. Marketable securities	6,361	2,145
4. Inventories	8,811	8,824
5. Other current assets	3,155	2,401
6. Allowance for doubtful accounts	(329)	(677)
Total current assets	123,601	122,255
<b>II FIXED ASSETS</b>		
1. Tangible fixed assets	3,815	3,938
2. Intangible fixed assets	1,406	1,542
3. Investments and other assets		
(1) Investment securities	47,348	53,280
(2) Other assets	10,926	10,703
(3) Allowance for doubtful accounts	(1,923)	(1,695)
Total investments and other assets	56,350	62,287
Total fixed assets	61,572	67,769
<b>TOTAL ASSETS</b>	<b>185,173</b>	<b>190,024</b>

**ASATSU-DK INC. and Consolidated Subsidiaries****Consolidated Balance Sheets****June 30, 2010**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	June 30, 2010	December 31, 2009
<b><u>LIABILITIES</u></b>		
I CURRENT LIABILITIES		
1. Notes and accounts payable-trade	68,898	69,237
2. Short-term debt	178	346
3. Current portion of long-term debt	123	92
4. Income taxes payable	147	227
5. Provisions	645	709
6. Other current liabilities	7,725	7,181
Total current liabilities	77,719	77,793
II LONG-TERM LIABILITIES		
1. Long-term debts	1,089	253
2. Provisions	2,336	2,255
3. Other long-term liabilities	991	2,257
Total long-term liabilities	4,417	4,765
TOTAL LIABILITIES	82,137	82,559
<b><u>NET ASSETS</u></b>		
I SHAREHOLDERS' EQUITY		
1. Common stock	37,581	37,581
2. Capital surplus	20,024	20,024
3. Retained earnings	49,141	51,354
4. Treasury stock-at cost	(7,768)	(6,970)
Total shareholders' equity - net	98,977	101,988
II VALUATION AND TRANSLATION ADJUSTMENTS		
1. Unrealized gain on available-for-sale securities	4,178	4,909
2. Deferred gain on derivatives under hedge accounting	(25)	15
3. Foreign currency translation adjustments	(1,074)	(490)
Total valuation and translation adjustments	3,078	4,434
III MINORITY INTERESTS	980	1,042
TOTAL NET ASSETS	103,036	107,465
TOTAL LIABILITIES AND NET ASSETS	185,173	190,024



**ASATSU-DK INC. and Consolidated Subsidiaries****Segment Information**

(Unaudited and before reclassifications and rearrangements)

**Six Months Ended June 30, 2010**Millions of Yen

	Advertising	Non-advertising	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
1. Billings to customers	165,018	3,478	168,496	-	168,496
2. Inter-segment billings	8	152	160	(160)	-
Total billings	165,026	3,631	168,657	(160)	168,496
Operating income	(1,463)	(17)	(1,480)	(4)	(1,484)

**Six Months Ended June 30, 2009**Millions of Yen

	Advertising	Non-advertising	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
1. Billings to customers	174,040	3,440	177,481	-	177,481
2. Inter-segment billings	16	172	189	(189)	-
Total billings	174,057	3,613	177,670	(189)	177,481
Operating income	11	(53)	(41)	(4)	(45)

**ASATSU-DK INC. and Consolidated Subsidiaries****Segment Information**

(Unaudited and before reclassifications and rearrangements)

**Three Months Ended June 30, 2010**Millions of Yen

	Advertising	Non- advertising	Total	Eliminations or Corporate	Consolidated
<b>GROSS BILLINGS</b>					
1. Billings to customers	83,880	1,857	85,738	-	85,738
2. Inter-segment billings	4	72	77	(77)	-
Total billings	83,885	1,930	85,815	(77)	85,738
Operating income	(2,575)	19	(2,556)	1	(2,554)

**Three Months Ended June 30, 2009**Millions of Yen

	Advertising	Non- advertising	Total	Eliminations or Corporate	Consolidated
<b>GROSS BILLINGS</b>					
1. Billings to customers	84,430	1,783	86,213	-	86,213
2. Inter-segment billings	6	105	112	(112)	-
Total billings	84,437	1,888	86,326	(112)	86,213
Operating income	(99)	33	(66)	(1)	(67)

**ASATSU-DK INC. and Consolidated Subsidiaries****Consolidated Statements of Cash Flows****Six Months Ended June 30, 2010**

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Six Months Ended June 30, 2010 (From January 1 to June 30, 2010)	Six Months Ended June 30, 2009 (From January 1 to June 30, 2009)
<b>I OPERATING ACTIVITIES</b>		
Income before income taxes and minority interests	(2,643)	914
Depreciation and amortization	404	457
Decrease (increase) in notes and accounts receivable	4,564	18,638
Increase (decrease) in notes and accounts payable	(420)	(7,799)
Others-net	1,422	(1,023)
Net cash provided by operating activities	3,327	11,187
<b>II INVESTING ACTIVITIES</b>		
Purchases of investment securities	(579)	(481)
Proceeds from sales of investment securities	2,877	584
Others-net	838	(908)
Net cash provided by investing activities	3,137	(805)
<b>III FINANCING ACTIVITIES</b>		
Proceeds from long-term loans payable	930	-
Purchases of treasury stock - net	(797)	(880)
Dividends paid	(425)	(430)
Others-net	(238)	(397)
Net cash used in financing activities	(532)	(1,709)
<b>IV FOREIGN CURRENCY TRANSLATION ADJUSTMENTS ON CASH AND CASH EQUIVALENTS</b>	(524)	403
<b>V NET INCREASE IN CASH AND CASH EQUIVALENTS</b>	5,408	9,076
<b>VI CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>	18,844	12,807
<b>VII CASH AND CASH EQUIVALENTS OF NEWLY CONSOLIDATED SUBSIDIARIES, BEGINNING OF THE YEAR</b>	217	-
<b>VII CASH AND CASH EQUIVALENTS, END OF PERIOD</b>	24,471	21,883