



Overview of 3rd Quarter Results for the Year Ending December 31, 2010 [Japanese GAAP]

November 10, 2010

Company Name : **ASATSU-DK INC.** Exchange : Tokyo Stock Exchange First Section
 Securities Code : 9747 URL : <http://www.adk.jp/>
 Representative : Yoji Shimizu, President and COO
 Contact Person : Kiyohiko Abe, Department Director, Finance Department, Finance Unit Tel. +81-3-3547-2654
 Inquiries in English : Yasuhiro Oshimo, Deputy Unit Director, Finance Unit. Tel. +81-3-3547-2654

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

1. The First Nine Months Consolidated Results (January 1, 2010 to September 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)	(%)
9 months ended ;								
Sep. 30, 2010	249,086	(4.5)	(1,528)	-	(42)	-	(2,019)	-
Sep. 30, 2009	260,702	-	(615)	-	732	-	263	-

	Net Income per Share	Fully Diluted Net Income per Share
	(yen)	(yen)
9 months ended ;		
Sep. 30, 2010	(47.81)	-
Sep. 30, 2009	6.15	6.15

(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)
Sep. 30, 2010	183,921	104,111	56.1	2,446.47
Dec. 31, 2009	190,024	107,465	56.0	2,499.05

(Reference) Shareholders' equity Sep. 30, 2010 103,121million 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.

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)	-	(59.21)

(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.

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 “4.Others (2)” on the page 11.
- (3) Is there any accounting treatment particular to the quarterly financial statements ? : Yes.
For details, see the Supplemental Note “4.Others (3)” on the page 12.
- (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 September 30, 2010 : 45,155,400 shares, at December 31, 2009 : 45,155,400 shares,
2. Number of treasury stock, end of term :
at September 30, 2010 : 3,004,195 shares, at December 31, 2009 : 2,569,867 shares,
3. Avg. number of shares (consolidated) outstanding during the terms ended :
at September 30, 2010 : 42,243,069 shares, at September 30, 2009 : 42,751,067 shares,
For details, see the Supplemental Note “4.Others (4)” on the page 12.

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.

3Q 2010 ADK Financial Results **[Supplementary Notes on the Consolidated Results]**

1. Overview of Operating Results

Operating Results of the First Nine Months of 2010

During the first nine months of 2010, the Japanese economy grew showing improvements in corporate profitability pushed by exports, and recovery in individual consumption induced by the government's stimulus package. However, growth may have slowed and it remains uncertain if it will continue because of difficult conditions for exports due to the strong yen and worries of weakening economies in the US and Europe under the threat of financial turmoil by the Greek government's primary deficit faults and weak job market conditions. Also, even after nine months of growth, the absolute size of the Japanese economy is still smaller by several percentage points than 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.

For the first nine months of 2010, the ADK group reported gross billings of ¥ 249,086 million (4.5% y-o-y decline). After a strict evaluation of work-in-progress, gross profits were ¥ 29,835 million (3.5% y-o-y decline). The gross margin improved to 12.0% from 11.9%. Operating expenses ended at the same level as that of Q3 2009, since a small increase in staff cost was offset by a reduction in other operating expenses, including a smaller provision for doubtful accounts.

Accordingly, the group reported an operating loss of ¥ 1,528 million (compared with ¥ 615 million operating loss for Q3 2009). Equity in earnings of affiliated companies-net was ¥ 172 million (194.5% 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 ¥ 1,723 million, and the non-operating loss was ¥ 237 million. As a result, recurring loss was ¥ 42 million (compared with ¥ 732 million recurring profit for the Q3 2009). The group reported ¥121 million extraordinary profits and ¥ 3,044 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 ¥ 2,965 million (compared with ¥ 425 million profits before income tax and minority interests for Q3 2009) and net loss totaled ¥ 2,019 million (compared with ¥ 263 million net income for the Q3 2009).

Note: ADK sold its investment in NII for ¥ 2,558 million on 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 is as follows:
(Advertising Business Segment)

The group's advertising business generated gross billings of ¥ 244,000 million (4.5% y-o-y decline).

At the parent company, which is engaged in only the advertising business, gross billings from clients in Foods, Government / Organizations, Restaurants / Other services sectors increased. However, gross billings from clients in Beverages / Tobacco products, Transportation / Leisure, Cosmetics / Toiletry goods sectors decreased. By discipline, Digital media and OOH (out-of-home) media grew but others slowed. As a result, the parent company reported gross billings of ¥ 220, 946 million (5.1% y-o-y decline).

Non-consolidated Gross billings, Composition, and Year-on-Year change by Discipline for the first nine months of 2010 are as follows:

Breakdown by Discipline		Gross Billings (Millions of yen)	Composition %	Y-o-Y Change %
Media	Magazine	11,382	5.2	(10.5)
	Newspaper	15,495	7.0	(3.5)
	TV (Program, Spot, and Content)	103,845	47.0	(5.5)
	Radio	2,035	0.9	(10.0)
	Digital Media	6,425	2.9	8.8
	OOH Media	6,708	3.0	7.0
	Sub-total	145,892	66.0	(4.7)
Non-Media	Marketing/ Promotion	42,687	19.3	(9.1)
	Creative and Others	32,366	14.7	(0.8)
Sub-total		75,054	34.0	(5.7)
Total		220,946	100	(5.1)

- (Notes)
1. Because we offer cross-media solutions, the data may not represent gross billings by medium.
 2. We have changed classification of gross billings by discipline as follows:
The new "Marketing / Promotion" discipline covers the former "Sales Promotion" as well as Marketing, Digital Solutions, Digital Creative, Exposition Events, Public Relations, and Consulting.
Digital solutions used to be recognized as "Digital Media", but are now separated from "Digital Media" and added to "Marketing / Promotion" as explained above.
Digital Creative used to be recognized as "Creative and Others", but are now separated from it and added to "Marketing / Promotion" as explained above.
Y-O-Y change ratios are calculated over the re-classified results of Q3 2009 under the new classification.
 3. The gross billings by discipline are rounded down. Therefore, their sums do not equal the total or the subtotals.

Overseas consolidated subsidiaries in this segment generated larger gross billings in total. Also, since January 2010, ASATSU-DK Malaysia Sdn.Bhd.has been added to the consolidation. However, domestic consolidated subsidiaries reported smaller gross billings. The segment's subsidiaries in total grew their gross billings.

In terms of profitability, within the segment, the parent company's gross profits declined to ¥ 22,139 million (8.2% y-o-y decline) because of a decline in gross billings and a strict valuation of work-in-progress at Q2 2010. Operating expenses ended at the same level as that of Q3 2009, since a small increase in staff cost was offset by a reduction in the provision for doubtful accounts and other operating expenses, like entertainment. Accordingly, along with the decrease in gross profits, the parent company reported an operating loss of ¥ 2,258 million (compared with ¥ 412 million operating loss for the Q3 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 ¥ 1,427 million (compared with ¥ 453 million operating loss for the Q3 2009).

(Other Business)

Of 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 smaller sales and ended with an operating loss under the stagnant market conditions with high return rates. As a result, the segment reported sales of ¥ 5,085 million (3.0% y-o-y decline) while its operating loss registered ¥ 96 million (versus ¥ 156 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 6.6% of its gross billings from abroad during the first nine months (compared with 5.1% in the comparative period in 2009). All overseas sales are generated from the advertising business.

Operating Results of the Three Months of The Third Quarter

For the three months of the third quarter of 2010, the ADK group reported gross billings of ¥ 80,589 million (3.2% y-o-y decline). Gross profits were ¥ 9,993 million (3.3% y-o-y increase). The gross margin improved to 12.4% from 11.6%. Operating expenses were kept smaller than that of the comparative period in 2009, since staff cost and some operating expenses, like entertainment, were reduced at the parent company. However, the group reported an operating loss of ¥ 44 million (compared with ¥ 569 million operating loss for the comparative period in 2009). Although still ending in red, the group is recognizing the slow but steady improvement in revenue generation and operating loss was much smaller than those of the first two quarters. Equity in earnings of affiliated companies-net was ¥ 63 million (1,225.0% 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 ¥ 243 million, and the non-operating loss was ¥ 110 million. As a result, recurring profit was ¥ 89 million (compared with ¥ 437 million recurring loss for the comparative period in 2009). The group reported ¥4 million extraordinary profits and ¥ 414 million extraordinary loss, reflecting a loss on the valuation of investment securities. The ADK group reported a loss before income tax and minority interests of ¥ 321 million (compared with ¥ 488 million loss before income tax and minority interests for the comparative period in 2009) and net loss totaled ¥ 151 million (compared with ¥ 126 million net loss for the comparative period in 2009).

Performance by Business and Geographical Segment are as follows:

(Advertising Business Segment)

The group’s advertising business generated gross billings of ¥ 78,982 million (3.0% y-o-y decline).

At the parent company, gross billings from clients in Information / Communications, Hobbies / Sporting Goods, Apparel / Jewelry, Finance /

Insurance, and Publications sectors increased. However, gross billings from clients in Classified ads / Others, Cosmetics / Toiletry goods, Beverages / Tobacco products, and Transportation / Leisure sectors decreased. By discipline, Television, which was led by the recovery in Spot, Digital media and OOH (out-of-home) media grew, but others slowed. As a result, the parent company reported gross billings of ¥ 70,256 million (3.5% y-o-y decline).

Non-consolidated Gross Billings, Composition, and Year-on-Year Change by Discipline for the three months of Q3 2010 are as follows:

Breakdown by Discipline		Gross Billings (Millions of yen)	Composition %	Y-o-Y Change %
Media	Magazine	3,754	5.3	(0.7)
	Newspaper	4,229	6.0	(13.9)
	TV (Program, Spot, and Content)	33,305	47.4	1.9
	Radio	683	1.0	(13.6)
	Digital Media	2,375	3.4	37.6
	OOH Media	2,088	3.0	9.3
	Sub-total	46,436	66.1	1.4
Non-Media	Marketing/ Promotion	13,376	19.0	(14.8)
	Creative and Others	10,443	14.9	(7.9)
Sub-total		23,820	33.9	(11.9)
Total		70,256	100	(3.5)

(Note) See the notes to the table for the nine months results above.

Although domestic consolidated subsidiaries in this segment reported smaller gross billings, overseas consolidated subsidiaries generated larger gross billings in total, resulting in the growth of gross billings generated by the segment's subsidiaries in total.

In terms of profitability, within the segment, the parent company's gross profits increased to ¥ 7,378 million (0.5% y-o-y increase) because of the growth in gross margin in spite of a decline in gross billings. Operating expenses were kept smaller than that of the comparative period of 2009 by reduction in staff cost and some operating expenses, like entertainment, but the reduction was not enough to regain profitability. Accordingly, the parent company reported operating loss of ¥ 377 million (compared with ¥ 596 million operating loss for the comparative period of 2009). The group's domestic subsidiaries in this segment reported operating profit in spite that they registered smaller gross profits, and the overseas subsidiaries were successful in generating larger gross profits and operating profits. As a result, before off-setting inter-segment transactions, the segment succeeded in reporting an operating profit of ¥ 35 million (compared with ¥ 465 million operating loss for the comparative period of 2009).

(Other Business)

The group's two consolidated subsidiaries in the publications industry reported smaller sales and ended with operating losses. As a result, the segment reported sales of ¥ 1,607 million (10.8% y-o-y decline) while its operating loss registered ¥ 78 million (versus ¥ 103 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 7.6% of its gross billings from abroad during the three months of the third quarter of 2010 (compared with 5.3% in the comparative period in 2009). All overseas sales are generated from the advertising business.

2. Consolidated Financial Position

As of September 30, 2010, total assets were ¥ 183,921 million, a ¥ 6,103 million decrease from those of December 31, 2009, mainly due to decreases in notes and accounts receivable-trade and investment securities. Total liabilities were ¥ 79,809 million, smaller by ¥ 2,749 million than that of December 31, 2009, mainly due to decreases in notes and accounts payable-trade. Treasury Stocks were ¥ 7,743 million and Minority Interests were ¥ 990 million. Net Assets, which includes minority interests and valuation and translation adjustments, totaled ¥ 104,111 million and net assets ratio was 56.6%.

Please note that the treasury stocks as of September 30, 2010 include 432,600 stocks in ADK, or ¥ 768 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 4-(4).

(Cash flow)

As of September 30, 2010, cash and cash equivalents amounted to ¥ 20,824 million, a decrease of ¥ 3,646 million from June 30, 2010 because cash outflows for operating and financing activities surpassed cash inflow from investing activities. The balance was an increase of ¥ 1,979 million from December 31, 2009.

For the three months of Q3 2010, among the operating activities, loss before income taxes and minority interests was ¥ 321 million, while the decrease of notes and accounts receivable-trade and notes and accounts payable-trade were ¥ 638 million and ¥ 2,749 million, respectively, because gross billings were smaller. Inventories increased by ¥ 1,236 million. All in all with other items, net cash flow used by operating activities was ¥ 3,446 million (compared with ¥ 635 million net cash flow used for the comparative period of 2009). Because the operating activities used ¥ 193 million and provided ¥ 3,521 million net cash during the Q1 and Q2 of 2010, respectively, during the nine months of 2010 the operating activities used ¥ 118 million net cash (compared with ¥ 10,551 million net cash provided in the nine months of 2009.)

Net cash of ¥ 361 million was provided by investing activities mainly due to net cash from the sale of marketable securities and reduction in term deposits (compared with ¥ 988 million net cash flow provided for the comparative period of 2009). Because the investing activities provided ¥ 2,329 million and ¥ 807 million net cash during the Q1 and Q2 of 2010, respectively, during the nine months of 2010 the investing activities provided ¥ 3,498 million net cash (compared with ¥ 182 million net cash provided in the nine months of 2009.)

Net cash used for financing activities was ¥ 507 million, after dividends for ¥ 425 million and others, like a net reduction in short term debts (compared with ¥ 644 million net cash flow used for the comparative period of 2009). Because the financing activities used ¥ 293 million and ¥ 238 million net cash during the Q1 and Q2 of 2010 respectively, during the nine months of 2010 the financing activities used ¥ 1,039 million net cash (compared with ¥ 2,353 million net cash used in the nine months of 2009.)

3. Forecasts of Consolidated results for the Full year ending December 31, 2010
Although the results of the first nine months are disappointing and the market condition remains tough, we maintain the forecasts announced on August 6, 2010.

4. 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 third 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 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 September 2010 is 432,600 stocks for ¥ 768 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 stock acquired and held by the trust.

(5) Information of meeting and additional information materials

No meetings for Securities Analysts and Institutional Investors are planned.

No conference call is scheduled.

Contact: Yasuhiro Oshimo
Deputy Unit Director, Finance Unit
ASATSU-DK INC.
Tel: +81-3-3547-2654
E-mail: oshimo@adk.jp
URL: <http://www.adk.jp/>

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

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Nine Months Ended September 30, 2010	Nine Months Ended September 30, 2009	Year Ended December 31, 2009
GROSS BILLINGS	249,086	260,702	350,211
YEAR-ON-YEAR GROWTH RATE (%)	(4.5)	(11.8)	(12.3)
GROSS PROFIT	29,835	30,910	41,367
OPERATING INCOME	(1,528)	(615)	(756)
YEAR-ON-YEAR GROWTH RATE (%)	-	-	-
RECURRING PROFIT	(42)	732	1,094
YEAR-ON-YEAR GROWTH RATE (%)	-	(82.6)	(79.5)
INCOME BEFORE INCOME TAXES AND MINORITY INTERESTS	(2,965)	425	343
NET INCOME	(2,019)	263	73
INTERIM (FULL-YEAR) DIVIDEND PER SHARE (Yen)	10.00	10.00	20.00
TOTAL ASSETS	183,921	183,780	190,024
SHAREHOLDERS' EQUITY (Shareholders' equity plus valuation and translation adjustments)	103,121	104,405	106,423
MINORITY INTERESTS	990	1,015	1,042
TOTAL NET ASSETS (Total of shareholders' equity plus minority interests)	104,111	105,421	107,465
SHAREHOLDERS' EQUITY PER SHARE (Yen)	2,446.47	2,451.64	2,499.05
NET INCOME PER SHARE (Yen)	(47.81)	6.15	1.73
CASH FLOW FROM OPERATING ACTIVITIES	(118)	10,551	6,404
CASH FLOW FROM INVESTING ACTIVITIES	3,498	182	1,570
CASH FLOW FROM FINANCING ACTIVITIES	(1,039)	(2,353)	(2,141)
CASH AND CASH EQUIVALENTS, END OF PERIOD (YEAR)	20,824	21,324	18,844

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

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Nine Months Ended September 30, 2010 (From January 1 to September 30, 2010)	Nine Months Ended September 30, 2009 (From January 1 to September 30, 2009)
I GROSS BILLINGS	249,086	260,702
II COST OF SALES	219,251	229,791
GROSS PROFIT	29,835	30,910
III SELLING, GENERAL AND ADMINISTRATIVE EXPENSES		
1. Salaries	16,103	15,844
2. Provision for bonus expenses	884	849
3. Other expenses	14,376	14,832
Total selling, general and administrative expenses including others	31,364	31,526
OPERATING INCOME	(1,528)	(615)
IV NON—OPERATING INCOME		
1. Dividend income	939	764
2. Other income	784	759
Total non-operating income including others	1,723	1,523
V NON—OPERATING EXPENSES	237	176
RECURRING PROFIT	(42)	732
VI EXTRAORDINARY PROFITS	121	317
VII EXTRAORDINARY LOSSES		
1. Loss on sales of investment securities	1,022	59
2. Loss on valuation of investment securities	1,748	122
3. Other losses	273	441
Total extra ordinary losses including others	3,044	623
INCOME BEFORE INCOME TAXES AND MINORITY INTERESTS	(2,965)	425
INCOME TAXES	(955)	147
MINORITY INTERESTS IN NET INCOME	10	15
NET INCOME	(2,019)	263

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

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Three months ended September 30, 2010 (From July 1 to September 30, 2010)	Three months ended September 30, 2009 (From July 1 to September 30, 2009)
I GROSS BILLINGS	80,589	83,221
II COST OF SALES	70,595	73,549
GROSS PROFIT	9,993	9,671
III SELLING, GENERAL AND ADMINISTRATIVE EXPENSES		
1. Salaries	4,792	4,822
2. Provision for bonus expenses	717	720
3. Other expenses	4,527	4,697
Total selling, general and administrative expenses including others	10,038	10,240
OPERATING INCOME	(44)	(569)
IV NON—OPERATING INCOME		
1. Dividend income	32	59
2. Other income	211	147
Total non-operating income including others	243	207
V NON—OPERATING EXPENSES	110	74
RECURRING PROFIT	89	(437)
VI EXTRAORDINARY PROFITS	4	128
VII EXTRAORDINARY LOSSES		
1. Loss on valuation of investment securities	396	84
2. Other losses	18	94
Total extra ordinary losses including others	414	179
INCOME BEFORE INCOME TAXES AND MINORITY INTERESTS	(321)	(488)
INCOME TAXES	(176)	(357)
MINORITY INTERESTS IN NET INCOME	7	(4)
NET INCOME	(151)	(126)

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

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	September 30, 2010	December 31, 2009
<u>ASSETS</u>		
I CURRENT ASSETS		
1. Cash and time deposits	20,938	21,605
2. Notes and accounts receivable-trade	82,475	87,957
3. Marketable securities	3,756	2,145
4. Inventories	9,952	8,824
5. Other current assets	3,523	2,401
6. Allowance for doubtful accounts	(335)	(677)
Total current assets	120,311	122,255
II FIXED ASSETS		
1. Tangible fixed assets	3,764	3,938
2. Intangible fixed assets	1,395	1,542
3. Investments and other assets		
(1) Investment securities	49,741	53,280
(2) Other assets	10,619	10,703
(3) Allowance for doubtful accounts	(1,910)	(1,695)
Total investments and other assets	58,449	62,287
Total fixed assets	63,610	67,769
TOTAL ASSETS	183,921	190,024

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

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	September 30, 2010	December 31, 2009
<u>LIABILITIES</u>		
I CURRENT LIABILITIES		
1. Notes and accounts payable-trade	66,062	69,237
2. Short-term debt	107	346
3. Current portion of long-term debt	117	92
4. Income taxes payable	199	227
5. Provisions	1,384	709
6. Other current liabilities	6,543	7,181
Total current liabilities	74,414	77,793
II LONG-TERM LIABILITIES		
1. Long-term debts	1,046	253
2. Provisions	2,455	2,255
3. Other long-term liabilities	1,893	2,257
Total long-term liabilities	5,395	4,765
TOTAL LIABILITIES	79,809	82,559
<u>NET ASSETS</u>		
I SHAREHOLDERS' EQUITY		
1. Common stock	37,581	37,581
2. Capital surplus	20,024	20,024
3. Retained earnings	48,543	51,354
4. Treasury stock-at cost	(7,743)	(6,970)
Total shareholders' equity - net	98,405	101,988
II VALUATION AND TRANSLATION ADJUSTMENTS		
1. Unrealized gain on available-for-sale securities	5,843	4,909
2. Deferred gain on derivatives under hedge accounting	(84)	15
3. Foreign currency translation adjustments	(1,042)	(490)
Total valuation and translation adjustments	4,716	4,434
III MINORITY INTERESTS	990	1,042
TOTAL NET ASSETS	104,111	107,465
TOTAL LIABILITIES AND NET ASSETS	183,921	190,024

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

(Unaudited and before reclassifications and rearrangements)

Nine Months Ended September 30, 2010

Millions of Yen

	Advertising	Non-advertising	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
1. Billings to customers	244,000	5,085	249,086	-	249,086
2. Inter-segment billings	10	216	227	(227)	-
Total billings	244,011	5,302	249,313	(227)	249,086
Operating income	(1,427)	(96)	(1,523)	(5)	(1,528)

Nine Months Ended September 30, 2009

Millions of Yen

	Advertising	Non-advertising	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
1. Billings to customers	255,460	5,242	260,702	-	260,702
2. Inter-segment billings	21	259	280	(280)	-
Total billings	255,481	5,501	260,982	(280)	260,702
Operating income	(453)	(156)	(610)	(5)	(615)

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

(Unaudited and before reclassifications and rearrangements)

Three Months Ended September 30, 2010

Millions of Yen

	Advertising	Non-advertising	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
1. Billings to customers	78,982	1,607	80,589	-	80,589
2. Inter-segment billings	2	63	66	(66)	-
Total billings	78,894	1,671	80,655	(66)	80,589
Operating income	35	(78)	(42)	(1)	(44)

Three Months Ended September 30, 2009

Millions of Yen

	Advertising	Non-advertising	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
1. Billings to customers	81,419	1,801	83,221	-	83,221
2. Inter-segment billings	4	86	90	(90)	-
Total billings	81,423	1,888	83,312	(90)	83,221
Operating income	(465)	(103)	(568)	(1)	(569)

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

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Nine Months Ended September 30, 2010 (From January 1 to September 30, 2010)	Nine Months Ended September 30, 2009 (From January 1 to September 30, 2009)
I OPERATING ACTIVITIES		
Income before income taxes and minority interests	(2,965)	425
Depreciation and amortization	607	689
Decrease (increase) in notes and accounts receivable	5,203	23,418
Increase (decrease) in notes and accounts payable	(3,169)	(11,357)
Others-net	205	(2,623)
Net cash provided (used) by operating activities	(118)	10,551
II INVESTING ACTIVITIES		
Purchases of investment securities	(765)	(715)
Proceeds from sales of investment securities	2,903	1,101
Others-net	1,360	(203)
Net cash provided by investing activities	3,498	182
III FINANCING ACTIVITIES		
Proceeds from long-term loans payable	930	-
Purchases of treasury stock - net	(772)	(881)
Dividends paid	(851)	(856)
Others-net	(345)	(615)
Net cash used in financing activities	(1,039)	(2,353)
IV FOREIGN CURRENCY TRANSLATION ADJUSTMENTS ON CASH AND CASH EQUIVALENTS	(578)	135
V NET INCREASE IN CASH AND CASH EQUIVALENTS	1,762	8,516
VI CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	18,844	12,807
VII CASH AND CASH EQUIVALENTS OF NEWLY CONSOLIDATED SUBSIDIARIES, BEGINNING OF THE YEAR	217	-
VII CASH AND CASH EQUIVALENTS, END OF PERIOD	20,824	21,324