

FOR IMMEDIATE RELEASE

September 6, 2011

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President and Group CEO
ASATSU-DK INC.
Securities code: 9747

Notice regarding extraordinary income, and a revision of individual results forecast

Regarding shares (90,176 shares) of Digital Advertising Consortium Inc. (hereinafter "DAC") owned by ASATSU-DK INC. (hereinafter "ADK"), as has already been announced in the "Notice regarding extraordinary income" and the "Notice regarding DAC shares held by ASATSU-DK INC." dated August 30, 2011, it was intended to sell off all the shares as publicly offered shares of DAC released on August 26, 2011 (hereinafter "this sale"), and, since today the issue price of the sale has been determined at ¥29,424 per share, we hereby inform you that the extraordinary income generated by this sale is likely to be as stated below.

Moreover, as has already been announced in the "Notice regarding extraordinary income" dated August 30, 2011, ADK has already sold off 40,000 shares of DAC by responding to DAC's stock repurchase, and we would also like to use this opportunity to inform you that as a result of the sale of the DAC's shares (a total of 130,176 shares), the individual results forecast for the full fiscal year released on February 10, 2011 has been revised as follows.

Details

1. Contents of sale of DAC shares

- (1) Number of shares: 90,176 shares
- (2) Date of the underwriting agreement: September 6, 2011
(Due date for the settlement: September 14, 2011)
- (3) Sale price: ¥2,653 million yen
- (4) Gain on sale (extraordinary income): ¥1,495 million yen (projection)
(non-consolidated)*

* The impact on the consolidated results is now under close examination.

2. Revision of the individual results forecast values for the full fiscal year of the term ending December, 2011 (January 1, 2011 to December 31, 2011)

	Gross Billings	Operating Income	Ordinary Income	Net Income	Net Income per Share (Yen)
Previously announced forecast (A)	314,000	1,500	3,000	1,500	35.57
Currently revised forecast (B)	314,000	1,500	3,000	2,800	66.38
Amount of change (B-A)	—	—	—	1,300	—
Percentage change (%)	—	—	—	86.7	—
(Reference) Previous year's results (term ended December, 2010)	305,759	△1,674	5	△2,112	△50.03

(Units are millions of yen, except for Net Income per Share)

3. Other

In terms of ADK's accounting on consolidated basis, ADK shall treat DAC's shares owned by ADK as sold off at the end of September (the end of the 3rd quarter). That is, after incorporating the non-consolidated business results of DAC at the end of September according to the equity method, we shall process the sell off of the DAC's shares, and the cost of shares sold shall be the book value of the shares that includes the net income of DAC by September.

Accordingly, this time we only announce the revision of the results forecast on non-consolidated basis. We shall announce the extraordinary income or loss on consolidated basis as soon as it is known.

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