

Summary of Consolidated Financial Results for the third quarter of Fiscal Year 2004

(from April 1 to December 31, 2004)

Sanrio Company, Ltd. (8136)

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1. Matters related to the preparation of financial results

(1) Changes in accounting principles: None

(3) Financial information presented herein was not audited by independent public accountants.

2. Consolidated Financial Results for the third quarter (from April 1 to December 31, 2004) of Fiscal 2004

(1) Consolidated Operating Results

	Net Sales	Operating Profit	Ordinary Profit
1Q-3Q Fiscal 2004	¥million 77,213	¥million 4,880	¥million 3,710
Fiscal 2003(1Q-3Q)	79,813	4,005	2,591

	Net Income	Net Income per share	Fully diluted net income per share
1Q-3Q Fiscal 2004	¥million (16,196)	¥ (211.05)	¥ -
Fiscal 2003(1Q-3Q)	4,296	55.99	-

Notes: Average number of outstanding shares

third quarter of fiscal 2004 : 76,744,238 shares

fiscal 2003 : 76,744,585 shares

(2) Consolidated Financial Position

	Total Assets	Shareholders' Equity	Shareholders' Equity to Total Assets	Shareholders' Equity per share
Third Quarter of Fiscal 2004	¥million 92,612	¥million 4,773	% 5.2	¥ 62.20
Fiscal 2003	115,334	20,106	17.4	261.99

Note: Number of issued and outstanding shares at the end of period

third quarter of fiscal 2004 : 76,744,022 shares

fiscal 2003 : 76,744,477 shares

3. Consolidated Earnings Forecast for the Fiscal 2004(from April 1,2004 to March 31,2005)

	Net Sales	Ordinary Profit	Net Income
Fiscal 2004	¥million 101,700	¥million 4,800	¥million (16,200)

Note: (1) These forecasts are based on the best information currently available.

Actual results may differ materially from forecasts herein,

due to various factors beginning from trend of personal consumption in and out of Japan.