

Consolidated Results of Operations

(For the First Half of Fiscal Year Ending March 31, 2009)



Funabashi GIFT GATE (GIFTGATE ENTERTAINMENT) Reopened October 11, 2008

Sanrio Company, Ltd.
Investor Relations Division

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November 4, 2008

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◆ Profit and Loss in the First Half and Overview of Segments

Consolidated Income Statement

For the First Half of FY3/09

(Unit: 100 million yen)

	FY3/09 First Half Results	Compared with FY3/08			Compared with Plan		
		FY3/08 First Half Results	Increase/ Decrease	Change	Plan	Increase/ Decrease	Change
Sales	344	443	98	22.2%	346	1	0.4%
Gross profit	188	186	1	1.0%	189	1	0.9%
SG & A	155	158	2	1.6%	159	3	2.4%
Operating profit	32	27	4	15.6%	30	2	7.3%
Non-operating profit/Loss	1	4	2	-	4	2	-
Ordinary profit	30	23	7	29.7%	25	4	18.2%
Extraordinary profit/Loss	5	4	1	-	1	4	-
Income before income taxes	24	19	5	30.2%	24	0	0.1%
Total of income taxes and adjustment for income taxes	13	11	1	10.2%	11	1	9.2%
Net profit	11	7	4	62.1%	12	1	9.0%
Gross margin	54.6%	42.0%	12.6%	-	54.8%	0.2%	-
Operating profit margin	9.4%	6.3%	3.1%	-	8.7%	0.7%	-
Ordinary profit margin	8.9%	5.3%	3.6%	-	7.5%	1.4%	-

Comparison with FY3/08 1H: Sales fell 22%, with changes to the sales accounting method of licensing transactions, and the appreciation of the yen. However, in real terms, ordinary profit rose 29%, due to sales at the year-ago level, a 15% increase in operating profit, attributable to gross margin improvement and expense reduction, and exchange gains registered under non-operating profit. Net profit grew 62% as valuation losses on investment securities were offset by the profits.

Sales by Segment

For the First Half of FY3/09

(Unit: 100 million yen)

		FY3/09 First Half Results	Compared with FY3/08			Compared with plan		
			FY3/08 First Half Results	Increase/ Decrease	Change	Plan	Increase/ Decrease	Change
Sales by segment	Domestic product sales	114	114	0	0.5%	114	0	0.3%
	Domestic licensing	45	138	92	66.7%	45	0	2.0%
	Theme parks	37	43	6	13.9%	46	9	19.6%
	Overseas	133	135	2	1.5%	127	6	4.7%
	Other	65	67	1	2.7%	69	4	5.8%
Consolidated cancellations		51	55	4	-	56	5	-
Consolidated net sales		344	443	98	22.2%	346	1	0.4%

Comparison with FY3/08 1H: Licensing sales fell in Japan and overseas as a result of changes to the sales accounting method. Sales in Theme Parks plunged 14% due to a decreased number of visitors.

Operating Profit by Segment

For the First Half of FY3/09

(Unit: 100 million yen)

		FY3/09 First Half Results	Compared with FY3/08			Compared with Plan		
			FY3/08 First Half Results	Increase/ Decrease	Change	Plan	Increase/ Decrease	Change
Direct operating profit by segment	Domestic product sales	3	2	1	50.5%	4	1	26.4%
	Domestic licensing	34	36	1	5.0%	34	0	0.6%
	Theme parks	4	1	2	-	2	6	-
	Theme park support costs	0	1	0	-	0	0	-
	Total theme parks	4	2	2	-	1	6	-
	Overseas	46	39	7	18.5%	42	3	8.9%
	Other	2	3	1	-	0	2	-
HQ cost center expenses and others		44	43	1	-	52	7	-
Consolidated operating profit		32	27	4	15.6%	30	2	7.3%

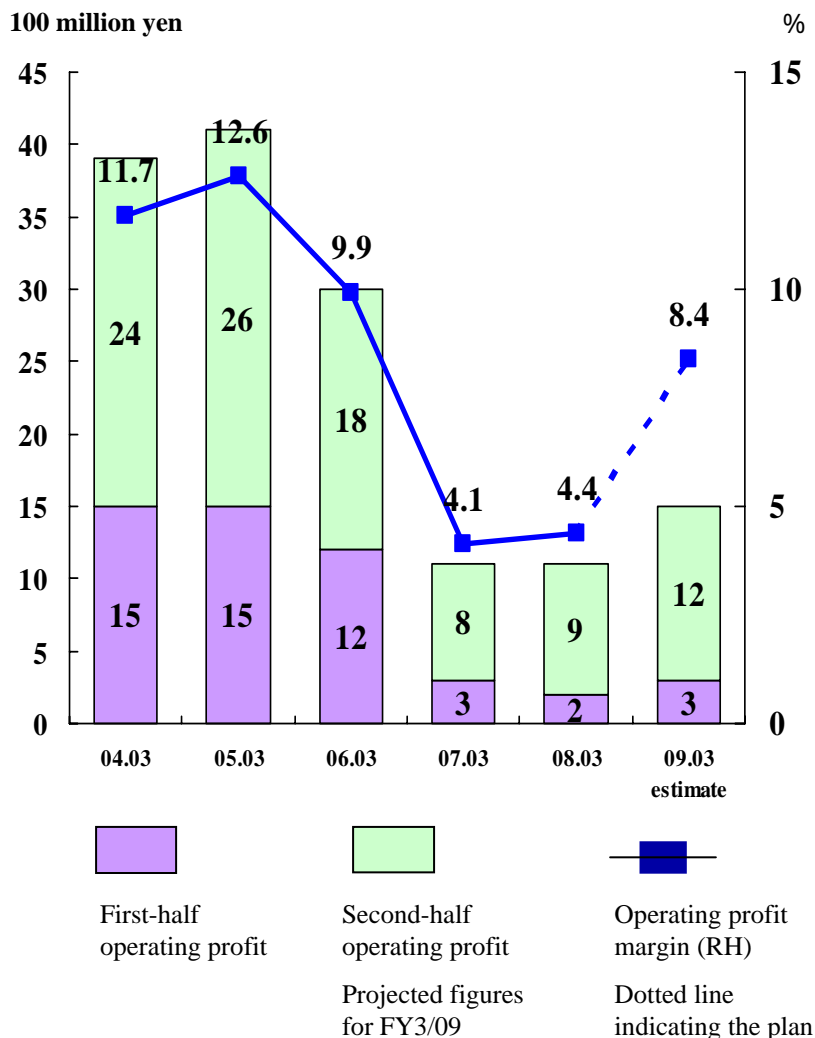
Comparison with FY3/08 1H: Operating profit increased 400 million yen, as a decline in profits in Theme Parks and Domestic Licensing was offset by higher profits in Overseas, Domestic Product Sales and other segments. Profit Overseas grew for the ninth consecutive term, surpassing 60% of the direct operating profit for the first time.

Review and Outlook by Segment (1)

**Domestic
Product Sales**

**Revamp Sales
Capability**

Direct operating profit trends and outlook



Review of first half of year

Sales down 0.5% and profit up 50% year on year

- ❑ The consumption environment remained tough, due to factors including poor weather and stagnant personal consumption.
- ❑ Same-store sales bottomed out and achieved year-on-year growth after a long interval thanks to improved product planning for adult women and foreign visitors, and to the closure of low-margin shops (11).

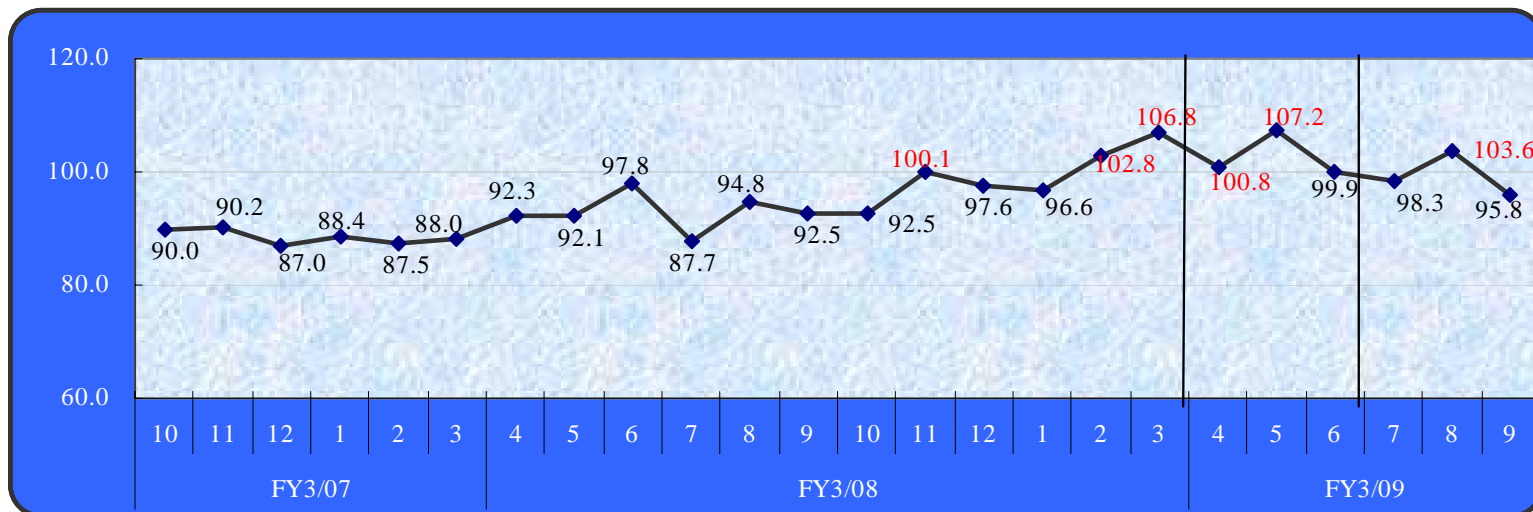
Outlook for second half of year

Expect sales down 0.2% and profit up 33% year on year on a full-term basis

- ❑ We predict that same-store sales in the second-half will surpass the year-ago level consecutively.
- ❑ We expect both sales and profit to increase, with the 35th anniversary event for Hello Kitty, launch of three new characters, collaboration with other companies' brands and store image enhancement through remodeling.

Sawrio

Year-on-Year Changes on a same-store basis in Domestic Product Sales



Visitors to Japan by Country from January to September in 2008.

As of September, 2008 (thousand)

Ranking	Country	Visitors	Change
1	Korea	1,968	100.9%
2	Taiwan	1,099	104.3%
3	China	787	108.1%
4	U.S.A.	589	97.0%
5	Hong Kong	426	134.4%
	World	6,545	105.6%

(Source: Japan National Tourist Organization)

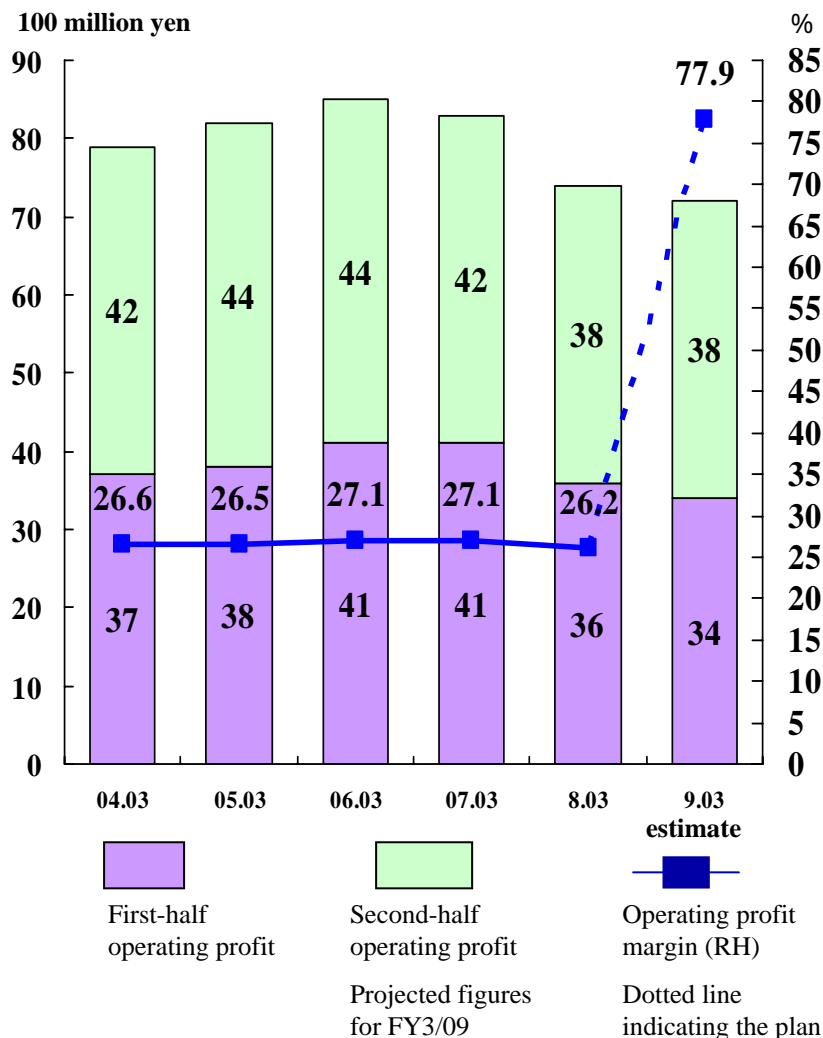
Same-store sales accounted for 101.0% from April to September 2008. The result owed primarily to increased sales to adult women and foreign visitors that offset lower sales to girls. Sales fluctuated from August to September, due to changes in the number of holidays. However, overall sales for the two months accounted for 100.2% in the period.

Review and Outlook by Segment (2)

Domestic licensing

Expand Aggressively

Direct operating profit trends and outlook



Review of First half of year

Sales down 66% and profit down 5% year on year

- Results have not yet bottomed out, but improved year on year (95% achievement against 88% in FY3/08 1H and 90% in FY3/08 2H)
- By character, Sugar Bunnies remained solid.

Outlook for Second half of year






Expect sales down 66% and profit down 2% year on year on a full-term basis

- The deflationary spiral since September 2008 due to the financial crisis does not allow any optimism for second-half trends. However, we expect improvement in results, assisted by successful collaboration with leading brands of other companies (including the French brand Courreges).

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Sanrio Characters and Licensees

(Full titles abbreviated)

Character	Development year	Major licenses	
Hello Kitty 	1974	Financial	Fukoku Mutual Life Insurance, Fukokushinrai Life Insurance, Mizuho Bank, OMC Card, Credit Saison
		AV& Home appliances	Softbank Mobile, Citizen Watch, Fujifilm Imaging, Toshiba Home Appliances
		Health & Cosmenience	Pfizer, Unilever, Hisamitsu Pharmaceutical
		Apparel/accessories	Wacoal
		Toy & miscellaneous goods	Segatoys, Bridgestone Sports
		Confectionery & food products	Itoham Foods, Kibun Foods, Morinaga, Ezaki Glico, McDonald' Japan, Otsuka Foods, Nippon Flour Mills
		Vehicles	Mitsubishi Motors
Cinnamoroll 	2002	The Tokyo Tomin Bank, Bandai, Showa Note, Asahi Shimbun, McDonald' Japan	
My Melody (& Kuromi) 	1975 (Kuromi2005)	Asahi Corporation, Imagineer, Nichiban, Bandai Networks, Lotteria Agatsuma, Fukusuke	
Sugar Bunnies 	2004	Takara Tomy (Master license)	
Shinkansen 	1999	Asahi Corporation, Sakura Color Products, Fukusuke	

Collaboration



Character developed jointly with SEGA TOYS Jewelpet

Debut in September 2008

We aim to achieve sales of 5 billion yen with licensed and Sanrio original products.



Courreges x Hello Kitty

Merchandising in eight fields, including daily necessities, children's clothing and home electronics
We expect to achieve sales of 2 billion yen mainly to women in their late-teens to early 20s over three years.



Character use for publicity purposes

Our characters are recognized by a broad range of ages. They offer the advantage of wide and smooth public acceptance, and symbolize security and safety.



Tourism goodwill ambassador to China and Hong Kong

The Ministry of Land, Infrastructure, Transport and Tourism designated Hello Kitty as a tourism goodwill ambassador to China and Hong Kong as part of its program for increasing the number of foreigners visiting Japan. Hello Kitty has served the role actively, appearing in tourism posters, and in events in China and Hong Kong.

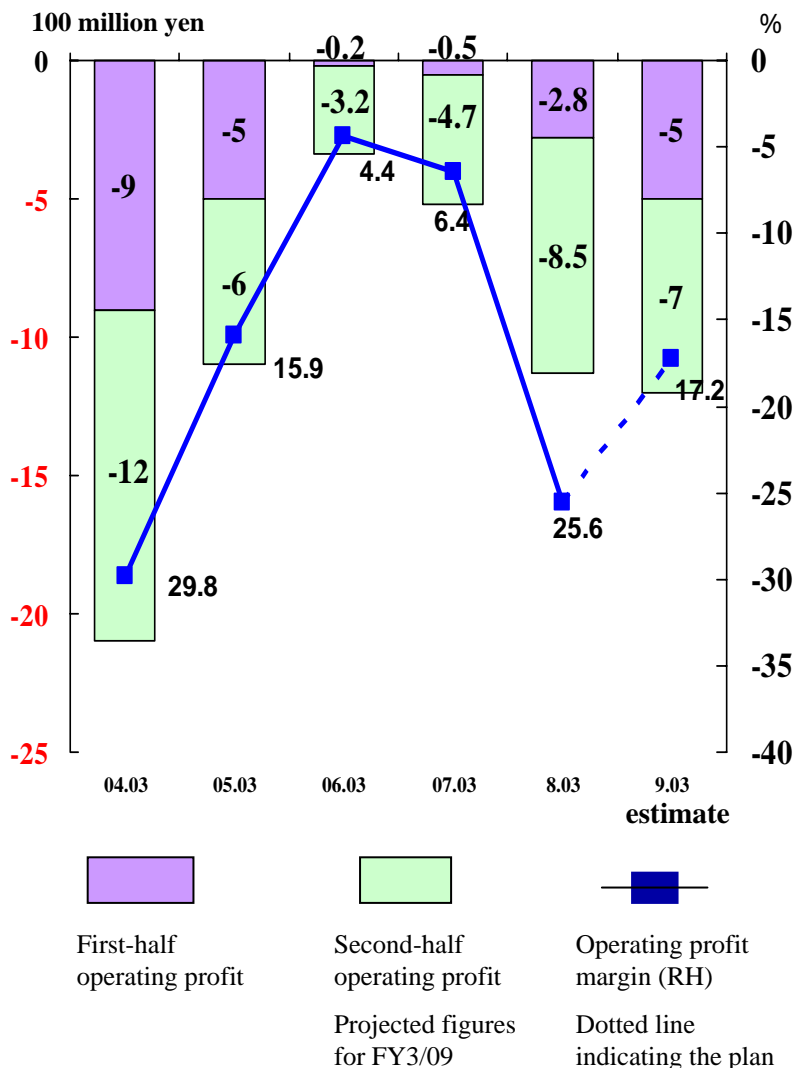


Review and Outlook by Segment (3)

Theme Parks

Increase
Attractiveness

Direct operating profit trends and outlook



Review of First half of year

Sales down 13% and loss grew by 200 million yen year on year

- Soaring gasoline expenses and adverse weather conditions, including heat waves, caused decreased number of visitors with infants at both theme parks.

Outlook for Second half of year

Expect sales down 9% and loss growth by 80 million yen year on year on a full-term basis

- Measures
 - Distribution of coupons to Sanrio shop customers
 - Introduction of new attractions
 - Show: "Marchen of the Sea" (revival based on popular demand)
 - Event: "Studying Japanese Culture through the Sogetsu School of Ikebana with Hello Kitty"
 - Cost reduction through program reviews, etc.
 - Overseas show licensing sales (to areas including China, Taiwan and South Korea)

Sanrio

Theme Park Content Overseas Licensing (China , Taiwan)

Sawrio



Performances are now underway across China,
with the opening performance held in Beijing in March 2008.
(Approximately 600 performances will be held in 40 locations around China over three years.)

Additional plans

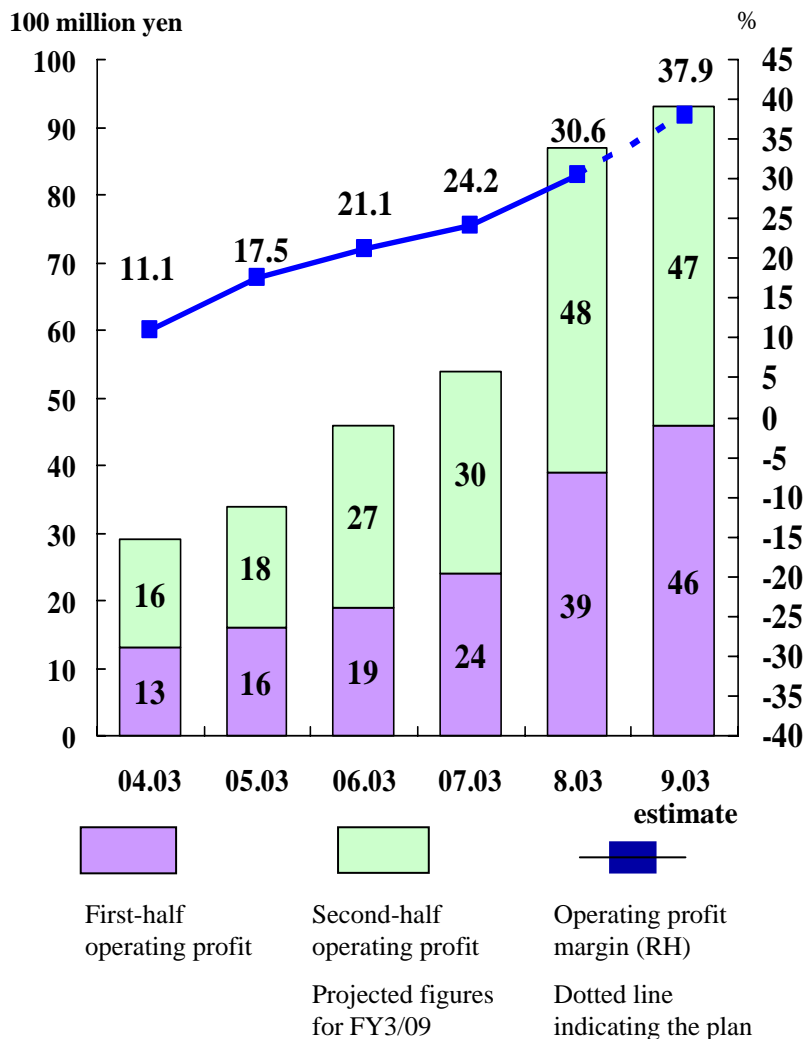
October 2008: Promotional shows for Puroland in Guangzhou, Shanghai and Beijing
November 2008: Kitty greetings at a travel fair in Shanghai as a goodwill ambassador
January 2009: "Journey to the West" performance in Taiwan

Review and Outlook by Segment (4)

Overseas

Expand
Aggressively

Direct operating profit trends and outlook



Review of First half of year

Sales down 1% and profit up 18% year on year

- ❑ Sales and profit declined in markets, including the United States and Taiwan, but grew in Europe and China.
- ❑ In Europe, our breadwinning market, profit surged 80%, backed by a 93% rise in licensing sales and 36% growth in wholesale sales.

Outlook for Second half of year

Expect sales down 13% and profit up 7% year on year on a full-term basis

- ❑ We expect sales to decline substantially, due to accounting period changes in the United States, Hong Kong and Taiwan, and appreciation of the yen. However, we anticipate sales and profit growth to be retained in Europe.
- ❑ Europe: We expect the sales base in the region to expand with 13% growth in sales to new customers, achieved with the successful buildup of licensing sales, and anticipate greater sales to existing customers.

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Overseas Sales by Region

(Unit: 100 million)

Area		*FY3/09 First Half Results[A]	Y-O-Y		FY3/08 First Half Results	Licensing Ratio	*FY3/09 First Half Kessan Tanshin[B]
			Increase/ Decrease	Change(%)			
North America	U.S.A	32	6	17.7%	39	62.5%	23.9
South America	Brazil	5	0	10.4%	5	100%	4.1
Asia	Hong Kong	22	12	34.7%	34	38.5%	9.0
	Taiwan	7	3	30.0%	11		4.1
	South Korea	4	1	27.2%	5		1.1
	China	3	1	60.3%	2		2.1
Asia subtotal		38	15	28.6%	53		16.5
Europe	Europe	57	21	60.2%	35	60.3%	45.0
Total		133	2	1.5%	135	56.0%	89.6

*Sales [A] include transactions among subsidiaries, royalties Group companies paid to the Company and the like, in addition to sales to external customers [B] (reported on page 6 of the Financial Highlights).

Comparison with FY3/08 1H: Sales grew at the significant rate of 60% for Europe, but they declined sharply for Hong Kong (contributing factors: changes in the sales accounting method, etc.) and the United States (contributing factors: consumption slump, etc.). As a result, sales for the Overseas Segment fell 1.5% overall.

Overseas Operating Profit by Region

(Unit: 100 million)

Areas		FY3/09 First Half Results	Y-O-Y		FY3/08 First Half Results	FY3/09 First Half Kessan Tanshin
			Increase/ Decrease	Change(%)		
North America	U.S.A	8	1	18.8%	9	2.2
South America	Brazil	2	0	43.6%	3	1.2
Asia	Hong Kong	3	1	4.4%	5	1.2
	Taiwan	2	1	4.6%	3	0.2
	South Korea	2	0	0.2%	2	0.3
	China	1	1	0.8%	1	0.5
Asia subtotal		10	1	25.0%	11	2.4
Europe	Europe	25	11	76.8%	14	13.9
Total		46	7	18.5%	39	19.9

(Note) Royalties and other receipts from overseas subsidiaries, which are reported as the Company's operating profit for accounting purposes, are stated as part of the results for individual overseas subsidiaries in the table above to present the actual profit situation in each region.

Comparison with FY3/08 1H: Operating profit grew 18%, owing to rises in Europe, China and South Korea that offset falls in other regions.

Effects of Exchange Fluctuations on Operating Profits of Overseas Subsidiaries

[First Half]

	USA	EU	CHINA	KOREA	TAIWAN	HONG KONG	TOTAL
Exchange rate in FY3/08 1H (yen)	119.03	160.04	15.56	0.1289	3.62	15.25	-
Exchange rate in FY3/09 1H (yen)	105.36	162.28	14.99	0.1080	3.42	13.52	-
Difference (yen)	13.67	2.24	0.57	0.02	0.20	1.73	-
Operating profit denominated in local currency (unit: million)	3.28	8.63	3.87	370.37	4.97	9.91	-
Amount affect by exchange fluctuations (unit: million yen)	45	19	2	8	1	17	54

[Full year]

Exchange rate in FY3/08 (yen)	114.13	161.56	15.47	0.1268	3.52	14.64	-
Exchange rate in FY3/09 (yen)	103.35	155.34	15.29	0.0984	3.23	13.28	-
Difference (yen)	10.78	6.22	0.18	0.03	0.29	1.36	-
Amount affect by exchange fluctuations (unit: million)	5.33	17.87	7.59	731.71	48.92	21.31	-
Amount affect by exchange fluctuations (unit: million yen)	57	111	1	21	14	29	234

October to December is a weak euro period as a subsidiary in Europe close accounts in these three months. Because of this, the amount affected by exchange fluctuations is limited to 111 million yen.

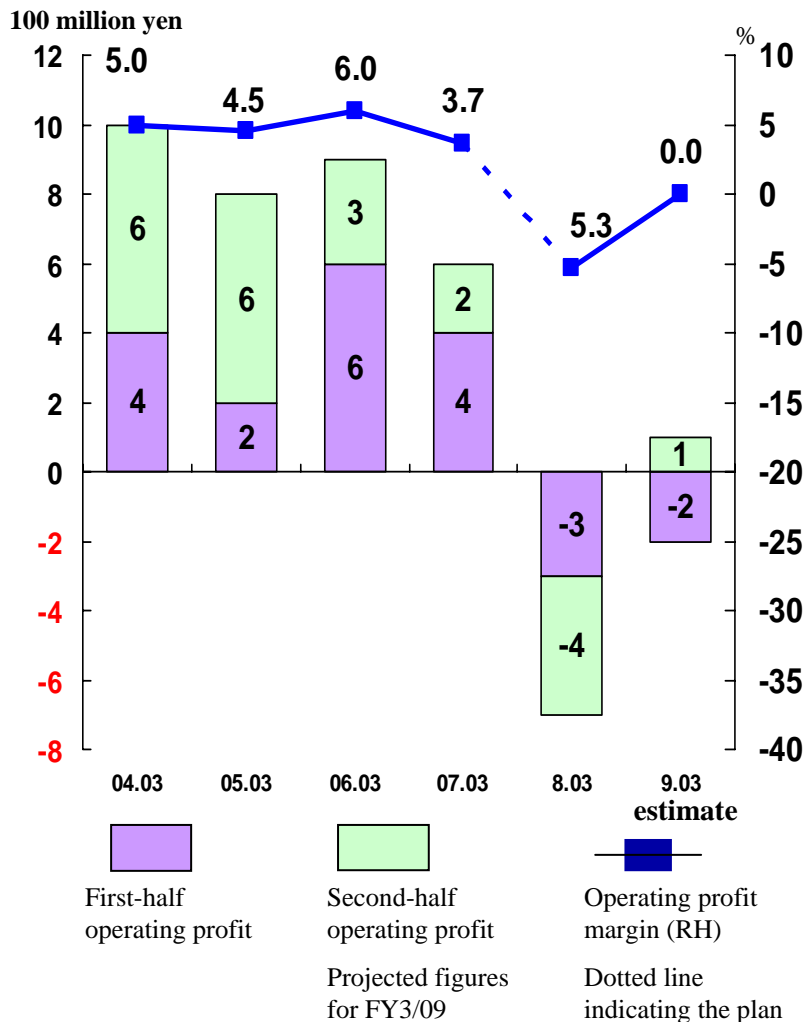
Review and Outlook by Segment (5)

Other

Efficient Use of Content

Special orders for merchandise designed for convenience stores, sales promotion tools for companies, cards, contents, other companies' products manufactured on an OEM basis, robots and vending machines

Direct operating profit trends and outlook



Review of First half of year

Sales down 2% and deficit reduction by 100 million yen year on year

- Deficit reduction due to increased sales for Kokoro
- Delivery to a dinosaur museum in Germany

Outlook for Second half of year

Expect sales down 5.6% and profit increase by 700 million yen year on year on a full-term basis

- No film production expenses which existed in the previous year (300 million yen)
- Profit increase expected from events relating to the 35th anniversary of Hello Kitty

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- ◆ Profit and Loss Forecasted for the Fiscal Year

Forecast of Business performance

Second half of FY3/09

(Unit: 100 million)

	FY3/09 Second Half Plan	Y-O-Y			FY3/09 Full Year Plan	Y-O-Y		
		FY3/08 Second Half Results	Increase/ Decrease	Change		FY3/08 Full-year Results	Increase/ Decrease	Change
Sales	360	496	135	27.4%	704	939	234	25.0%
Gross profit	199	206	7	3.6%	387	392	5	1.4%
SG & A	154	168	13	8.2%	310	326	16	5.0%
Operating profit	44	38	6	16.6%	76	66	10	16.2%
Non-operating profit/loss	6	9	3	-	7	13	5	-
Ordinary profit	38	28	9	32.9%	69	52	16	31.4%
Extraordinary profit/loss	0	6	6	-	6	10	4	-
Income before income taxes	38	22	15	69.0%	63	41	21	51.2%
Total of income taxes and adjustment for income taxes	18	18	0	2.4%	31	30	0	2.8%
Net profit	19	3	16	408.9%	31	11	20	183.9%
Gross margin	55.3%	41.6%	13.7%	-	54.9%	41.8%	13.1%	-
Operating profit margin	12.4%	7.7%	4.7%	-	10.9%	7.0%	3.9%	-
Ordinary profit margin	10.7%	5.8%	4.9%	-	9.8%	5.6%	4.2%	-

Comparison with FY3/08: We expect sales to fall 25% due to factors including the changes in the sales accounting method, and operating profit to rise 16% backed by growth in the Overseas, Domestic Product Sales and Other segments.

Forecast of Sales by Segment

Second half of FY3/09

(Unit: 100 million)

		FY3/09 Second Half Plan	Y-O-Y			FY3/09 Full-year Plan	Y-O-Y		
			FY3/08 Second Half Results	Increase/ Decrease	Change		FY3/08 Results	Increase/ Decrease	Change
Sales by segment	Domestic product sales	147	147	0	0.1%	261	261	0	0.2%
	Domestic licensing	49	145	96	66.0%	95	283	188	66.3%
	Theme parks	32	33	0	2.5%	69	76	6	9.0%
	Overseas	113	149	36	24.1%	246	284	38	13.4%
	Other	73	79	6	8.1%	138	146	8	5.6%
Consolidated cancellations		55	59	3	-	107	115	7	-
Consolidated net sales		360	496	135	27.4%	704	939	234	25.0%

Comparison with FY3/08: We expect consolidated sales to decline 25%, under the effects of a sharp fall in domestic licensing sales at the rate of 66%, attributable to changes to the sales accounting method, and a 13% plunge in overseas sales anticipated to result from factors, including changes in accounting periods.

Forecast of Operating profit by Segment

Second half of FY3/09

(Unit: 100 million)

		FY3/09 Second Half Plan	Y-O-Y			FY3/09 Full-year Plan	Y-O-Y		
			FY3/08 Oct.-Mar. Results	Increase/ Decrease	Change		FY3/08 Results	Increase/ Decrease	Change
Direct operating profit by segment	Domestic product sales	12	9	2	29.5%	15	11	3	33.3%
	Domestic licensing	38	38	0	0.6%	72	74	1	2.1%
	Theme parks	6	7	1	-	10	8	1	-
	Theme park support costs	0	1	0	-	1	2	0	-
	Total theme parks	7	8	1	-	12	11	0	-
	Overseas	47	47	0	1.8%	93	87	6	7.4%
	Other	1	4	6	-	0	7	7	-
HQ cost center expenses and others		48	44	3	-	92	88	4	-
Consolidated operating profit		44	38	6	16.6%	76	66	10	16.2%

Comparison with FY3/08: We expect operating profit to rise 1 billion yen or 16%, due to profit growth in Domestic Product Sales and Other segments that will make up for a lower profit for the Overseas segment, attributable to accounting period changes in the United States, Hong Kong and Taiwan, and appreciation of the yen.

◆ Reference Materials

Balance Sheets

(Unit: 100 million)

	End of First Half of FY3/09	End of FY3/08	Increase/ Decrease		End of First Half of FY3/09	End of FY3/08	Increase/ Decrease
Current assets	331	353	21	Current liabilities	327	382	54
Cash and deposit	128	129	1	Payables	75	84	9
Trade notes andn accounts receivable	100	131	30	Short-term debts, corporate bonds	195	236	40
Inventories	58	53	5	Long-term liabilities	318	327	9
Deferred income taxes	25	25	0	Long-term debts	60	35	25
Tangible/intangible fixed assets	235	231	3	Corporate bonds	61	55	6
Investments and other assets	294	304	10	Provision for retirement benefits	68	68	0
Investments in securities	68	76	7	Net assets	325	329	4
Deferred income taxes	91	97	5	Capital	149	149	-
Guarantees	40	41	0	Capital surplus	219	221	1
Deferred assets	0	0	0	Net unrealized gains on securities	11	8	3
				Foreign currency translation	22	22	0
Total assets	861	889	28	Total liabilities and net assets	861	889	28

Comparison with end of FY3/08: Trade notes and accounts receivable decreased 3 billion yen, and interest-bearing debt fell 900 million yen. Reference: Fixed assets at theme parks included land worth 5.4 billion yen and buildings and others worth 6.3 billion yen.

Cash flow Statement

(Unit: 100 million)

	FY3/09 First Half	FY3/08 First Half	Increase/ Decrease
Cash flow from operating activities	38	4	33
Net profit before income taxes and adjustments (loss)	24	19	5
Depreciation	8	7	0
Reserve for retirement benefits	0	1	1
Increase/decrease in inventories, accounts receivable and accounts payable	17	25	43
Interest expense	3	3	0
Income taxes paid	8	3	4
Cash flow from investing activities	15	8	23
Net withdrawal from time deposit	1	7	5
Payment for purchase of tangible fixed assets (theme park facilities, store interior)	8	10	2
Net proceeds from sale and acquisition of investment securities	0	12	12
Net income from collection of loans	3	0	2
Net income from other investing activities	5	0	5
Free cash flow	23	13	10
Cash flow from financing activities	24	29	5
Repayment of debt and corporate bonds	9	16	7
Dividends paid	13	13	0
Cash and cash equivalents	125	138	13

Free cash flow grew 1 billion yen from the first half of the previous year, as cash flow from investing activities was offset by a working capital decline due to cancelled purchases of lump-sum accounts-payable trust beneficiary rights.

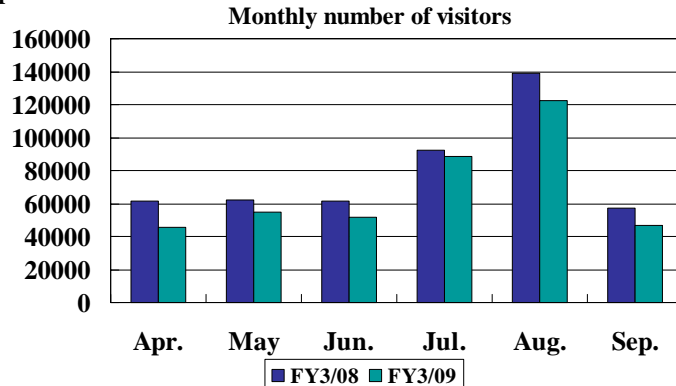
Domestic product Major Character

Ranking	Character	Development year	Category	Copyright holder
1	 Hello Kitty	1974	Cat	Sanrio
2	 Sugar Bunnies	2005	Rabbit	Sanrio
3	 Chinnamoroll	2002	Dog	Sanrio
4	 My Melody	1974	Rabbit	Sanrio
5	 Shinkansen	1999	Train	Sanrio
6	 Snoopy	-	Dog	United Feature Syndicate Inc.
7	 Little Twin Stars	1975	Stars	Sanrio
8	 Charmmmy Kitty	2004	Cat	Sanrio
9	 Kuromi	2005	Rabbit	Sanrio
10	 The Runabouts	1984	Car	Sanrio

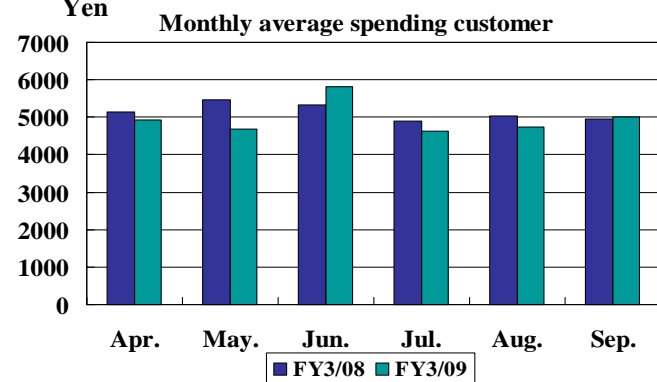
Hello Kitty is popular across broad age brackets, while Sugar Bunnies are surpassing Chinnamoroll in popularity among small children. My Melody is enjoying revived popularity among teenagers following TV animation broadcasting.

Puroland (SPL)

Thousand persons



Yen



SPL		FY3/09 First Half Results	Y-O-Y		FY3/09 Full-year Plan	Y-O-Y		
			FY3/08 First Half Results	Increase/ Decrease		Change	Increase/ Decrease	Change
Spending per customer	Number of visitors (10 thousand persons)	41.0	47.3	6.3	13.3%	75.4	8.1	9.7%
	Total spending (yen)	4,894	5,101	207	4.1%	4,883	72.0	1.5%
	Entrance fee (yen)	2,195	2,276	81	3.6%	2,225	41.0	1.9%
	Product sales (yen)	1,810	1,921	111	5.8%	1,760	99.0	5.3%
	Foods, beverage (yen)	890	904	14	1.5%	899	13.0	1.4%
In-site revenues (100 million yen)		20.1	24.2	4.1	17.0%	36.8	4.6	11.1%
Off-site revenues (100 million yen)		6.8	7.1	0.3	3.9%	13.9	0.6	4.3%
Sales (100 million yen)		26.9	31.3	4.4	14.0%	50.7	5.2	9.3%
Cost of sales (100 million yen)		9.6	10.5	0.8	8.0%	18.3	1.6	7.8%
Gross profit (100 million yen)		17.3	20.8	3.5	17.0%	32.3	3.7	10.1%
SG&A expenses (100 million yen)		20.3	22.3	2.0	8.9%	40.0	3.2	7.3%
Operating profit (100 million yen)		3.1	2	1.6	-	7.7	0.5	-
Cost rate		35.8%	33.5%	+2.3%	-	36.2%	+0.6%	-

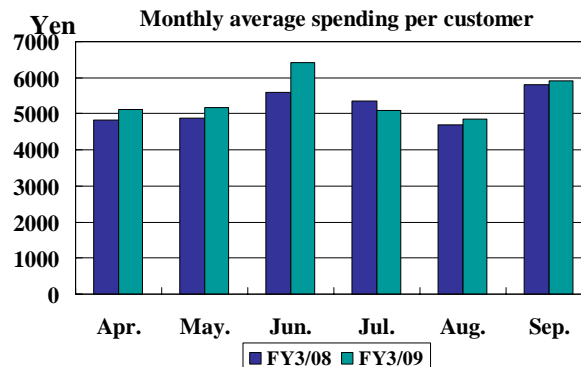
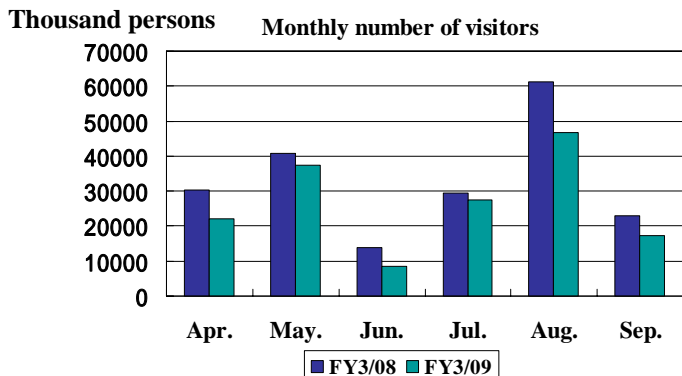
Comparison with FY3/08 1H:

Operating profit decreased 100 million yen, with a 13% fall in the number of visitors, 4% decline in average spending per customer and 400 million yen plunge in in-site revenues, in spite of a 200 million yen reduction in SG&A expenses.

Comparison with FY3/08:

We expect operating loss of 50 million yen to result, with a 9% plunge in the number of visitors, a 1% fall in average spending per customer and a 400 million yen decline in in-site revenues, in spite of a 300 million yen reduction in SG&A expenses.

Harmony Land (HL)



HL		FY3/09 First Half Results	Y-O-Y		FY3/09 Full-year Plan	Y-O-Y		
			FY3/08 First Half Results	Increase/ Decrease		Change	Increase/ Decrease	Change
Spending per customer	Number of visitors (10 thousand persons)	16.0	19.8	3.8	19.2%	27.5	4.4	13.8%
	Total spending (yen)	4,537	4,495	42	0.9%	4,087	269	6.2%
	Entrance fee (yen)	2,064	2,096	32	1.5%	1,663	371	18.2%
	Product sales (yen)	1,625	1,602	23	1.4%	1,615	56	3.6%
	Foods, beverage (yen)	847	797	50	6.3%	809	46	6.0%
In-site revenues (100 million yen)		7.2	8.9	1.7	18.8%	12.3	1.6	11.4%
Off-site revenues (100 million yen)		1.1	1.1	0.0	1.9%	2.1	0.1	4.1%
Sales (100 million yen)		8.3	10.0	1.7	17.0%	14.4	1.7	10.5%
Cost of sales (100 million yen)		2.5	5.4	2.9	53.2%	4.3	0.5	11.0%
Gross profit (100 million yen)		5.8	7.0	1.2	16.7%	10.2	1.2	10.2%
SG&A expenses (100 million yen)		6.9	7.2	0.4	4.8%	12.7	0.6	4.2%
Operating profit (100 million yen)		1.1	0.3	0.8	-	2.5	0.6	-
Cost rate		30.2%	30.5%	0.3%	-	29.6%	0.2%	-

Comparison with FY3/08 1H:

Operating profit decreased 80 million yen after SG&A expenses reduction of 40 million yen, with a 19% fall in the number of visitors, a 1% rise in average spending per customer, attributable to a shift from entrance tickets to passports, and a 170 million yen decline in in-site revenues.

Comparison with FY3/08:

We expect operating profit to fall 60 million yen, with a 13% drop in the number of visitors, a 6% rise in average spending per customer, and a 100 million yen fall in in-site revenues, in spite of a 60 million yen reduction in SG&A expenses.

Domestic Stores

Number of Stores

		1H of FY3/09		1H of FY3/08	Increase/Decrease
*RT	GIFTGATE (Company-operated shops)	267	143	147	4
	Department stores (Company-operated shops)		124	122	+2
W/S	Department stores (Inventory basis)	1,147	58	56	+2
	Chain stores		1,005	1,001	+4
	Specialty stores		84	85	1
Total			1,414	1,411	+4

*** Number of shops closed**

FY3/06

16

FY3/07

19

FY3/08

23

FY3/09 (Plan)

15

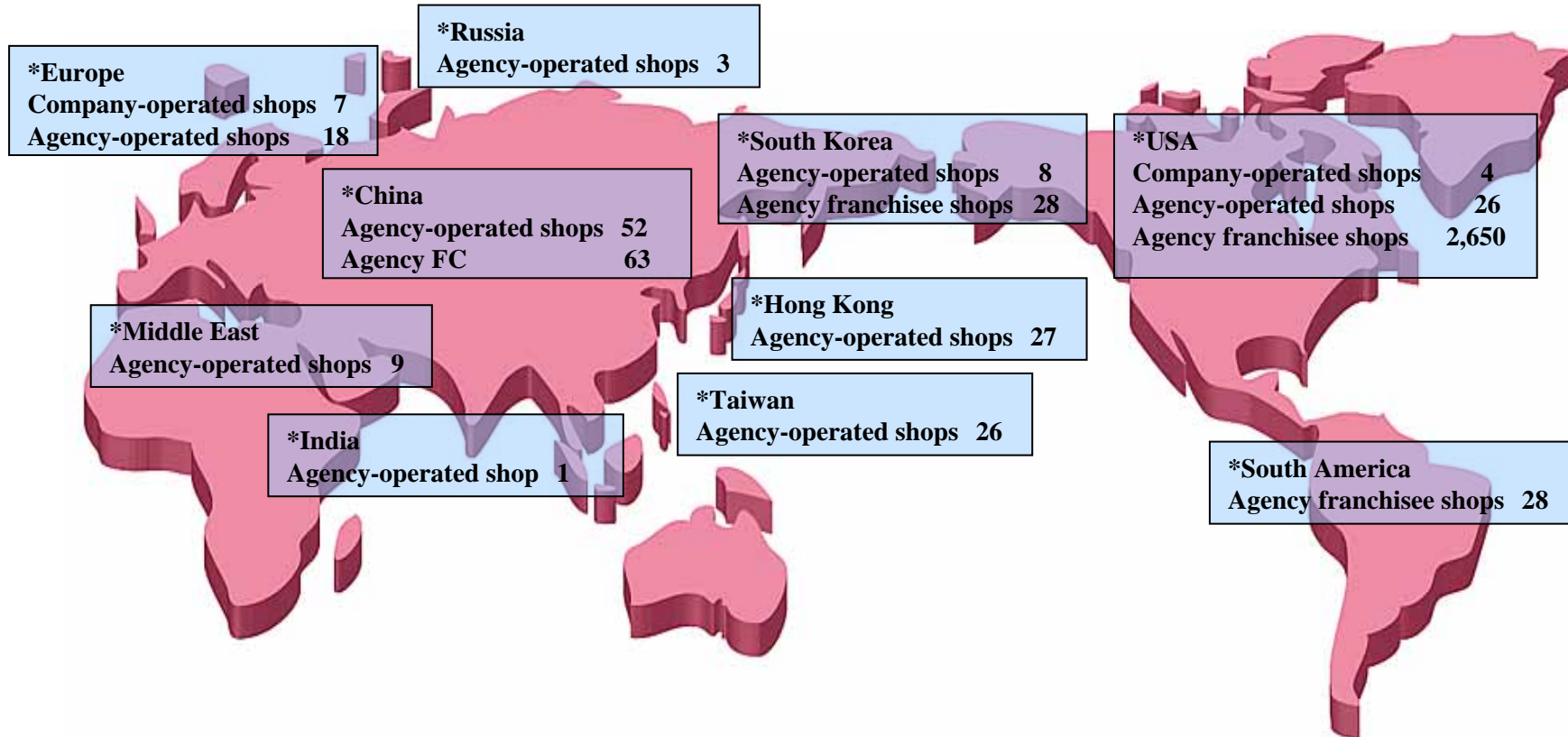
Note: We counted as closures changes in department stores' business models from company-operated shops to inventory-based stores.

Overseas shops

Number of shops	FY3/08 [Result]	1H of 3/09 [Result]	FY3/09 [Plan]	FY3/08 - FY3/09/3 [Increase/Decrease Plan]
Company-operated shops	11	11	11	0
Agency-operated shops	171	169	178	7
Agency franchisee shops	2,737	2,770	2,819	82
Total	2,919	2,950	3,008	89

Note: These are figures available to the Company and agencies. Many other stores handle our products.

Sawrio



Share Information by Type of Shareholders

	08/3/31			08/9/30			Change		
	Number of shareholders	Number of Shares (thousands)	Ownership (%)	Number of shareholders	Number of Shares (thousands)	Ownership (%)	Number of shareholders	Number of Shares (thousands)	Ownership (%)
Individuals and others	50,617	29,714	33.7%	46,203	27,240	30.9%	4,414	2,474	2.8%
Financial institutions	42	19,990	22.7%	43	21,429	24.3%	1	1,439	1.6%
Securities companies	39	992	1.1%	40	1,078	1.2%	1	86	0.1%
Foreign companies and individuals	134	2,690	3.1%	131	3,607	4.1%	3	917	1.0%
Other corporations	311	33,915	38.5%	300	33,947	38.5%	11	32	0.0%
Treasury stock	1	847	1.0%	1	847	1.0%	0	0	0.0%
Total	51,143	88,148	100.0%	46,718	88,148	100.0%	4,425	0	-

The number of individual shareholders fell 2% from the end of the previous fiscal year.

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Forward-looking statements contained in this material are based on plans and forecasts and the Company does not guarantee their accuracy or certainty. When using this material, please keep in mind that actual results could differ materially from any forecasts herein. Statements on industries and others are based on reliable data but the Company does not guarantee their accuracy or certainty.

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