

Summary of Non-Consolidated Interim Financial Results for the Fiscal Year Ending March 2007

Listed Company Name: Sanrio Company, Ltd.

Code number: 8136

(URL http://www.sanrio.co.jp/bus_info/keiri/)

Representative: President and Chief Executive Officer, Shintaro Tsuji

For inquiries: Managing Director and Head of Corporate Planning, Susumu Emori TEL: (03)3779 - 8058

November 15, 2006

Listed Stock Exchange: Tokyo

Head Office: Tokyo



Date of the Board of Directors Meeting for Book Closing: November 15, 2006

Interim dividends: Not paid

Adoption of trading unit system: Yes (100 shares per unit)

1. Financial Results for the Interim of FY3/07 (April 1, 2006 to September 30, 2006)

(1) Operating Results

(Millions of yen, with fractional amounts discarded)

	Sales		Operating Profit		Ordinary Profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%
1H of FY3/07	36,907	(0.9)	2,019	(18.1)	1,701	0.2
1H of FY3/06	37,257	2.4	2,466	15.0	1,697	63.4
FY3/06	80,843		5,742		4,023	

	Net Profit		Net Profit per Share
	Millions of yen	%	Yen
1H of FY3/07	2,342	59.2	24.35
1H of FY3/06	1,471	-	15.15
FY3/06	2,666		27.94

(Note)

Average number of outstanding shares	1H of FY3/07	1H of FY3/06	FY3/06
Common stocks	87,267,913	77,266,744	80,770,427 shares
Class A preferred stocks	-	950,000	616,684 shares
Class B preferred stocks	1,000,000	1,000,000	1,000,000 shares

Change in accounting policies: None

Percentage indications for sales, operating profit, and others represent the rate of change from the same period of the previous year.

(2) Financial Position

	Total Assets	Net Assets	Equity Ratio	Net Assets per Share
	Millions of yen	Millions of yen	%	Yen
1H of FY3/07	87,459	28,576	32.7	212.86
1H of FY3/06	87,822	27,057	30.8	97.81
FY3/06	87,129	28,627	32.9	213.48

(Note)

Number of outstanding shares at the end of period	1H of FY3/07	1H of FY3/06	FY3/06
Common stocks	87,271,998	77,266,731	87,256,867 shares
Class A preferred stocks	-	950,000	- shares
Class B preferred stocks	1,000,000	1,000,000	1,000,000 shares
Number of treasury stocks at the end of period	876,433	1,001,647	891,564 shares

2. Forecasts for the Year Ending March 31, 2007 (April 1, 2006 - March 31, 2007)

	Sales	Ordinary Profit	Net Profit
	Millions of yen	Millions of yen	Millions of yen
Full Year	79,400	5,100	3,500

(Reference) Estimated full-year EPS 35.13 yen

3. Dividends

• Cash dividends

	Per Share Dividend (Yen)		
	Interim-end	Year-end	Annual
Common stocks			
FY3/06	0.00	10.00	10.00
FY3/07 (Actual)	0.00	-	10.00
FY3/07 (Projection)	-	10.00	

Per share dividends paid to class stocks with different rights to common stocks

Base date	Interim-end	Year-end	Annual
Class B preferred stocks			
FY3/06	0.00	420.51	420.51
FY3/07 (Actual)	0.00	-	434.20
FY3/07 (Projection)	-	434.20	