



August 4, 2009

Name of listed company:

NAMCO BANDAI Holdings Inc.

Name of representative:

Shukuo Ishikawa,

President and Representative Director
(Code Number: 7832 TSE 1st section)

Contact:

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Corporate Planning Division

Notice of the Revision of Earnings Projections

Taking into consideration factors such as recent trends in business performance, NAMCO BANDAI Holdings Inc. (the Company) today made the following revision to consolidated projections for the fiscal year ending March 2010, which the Company announced on May 8, 2009 in the “Consolidated Financial Report for the Fiscal Year Ended March 2009.”

Revision to the consolidated projections for the Second Quarter (From April 1, 2009 to September 30, 2009)

(¥ million)

	Net sales	Operating income	Recurring income	Net income	Net income per share
Previous projections (A)	195,000	2,500	3,000	1,000	¥4.14
Revised projections (B)	165,000	(3,800)	(3,200)	(4,700)	(¥19.48)
Change (B-A)	(30,000)	(6,300)	(6,200)	(5,700)	-
Change (%)	(15.4%)	-	-	-	-
Reference: results for the same period of the previous fiscal year (April 1, 2008 to September 30, 2008)	190,795	5,576	7,275	1,282	¥5.13

Revision to the consolidated projections for the Full Fiscal Year (From April 1, 2009 to March 31, 2010)

(¥ million)

	Net sales	Operating income	Recurring income	Net income	Net income per share
Previous projections (A)	430,000	22,500	23,500	12,500	¥51.80
Revised projections (B)	400,000	15,000	16,000	8,500	¥35.23
Change (B-A)	(30,000)	(7,500)	(7,500)	(4,000)	-
Change (%)	(7.0%)	(33.3%)	(31.9%)	(32.0)	-
Reference: results for the previous fiscal year (April 1, 2008 to March 31, 2009)	426,399	22,348	24,513	11,830	¥47.95

Reasons for the revision

In its projections for the current fiscal year, the Company made a major revision to the sales plan for the Game Contents business from the second quarter onward, in light of the recent downturn in the game software market. The revision was made following a strategic review based on management by the title portfolio map, introduced to facilitate medium and long-term dynamic growth, and executed in response to the weak market for home game software in Japan. The Company also revised its sales plan for the Toys and Hobby business for the current fiscal year due to its struggling performance in the U.S. market, as well as the sales plan for the Visual and Music Content business, to reflect an unclear outlook for the package software market as hardware transitional period continues.

The Company also expects to record the amortization of goodwill (around 600 million yen), following the acquisition of all shares in a new subsidiary, NAMCO BANDAI Partners S.A.S., announced on July 2, 2009.

As a result, the Company has revised its consolidated projections for the fiscal year ending March 31, 2010, as described on the previous page.

(Reference) Projections for the fiscal year ending March 2010 by business segment

	Net sales			Operating income		
	Previous Projections	Revised Pojections	Change	Previous Projections	Revised Pojections	Change
Toys and Hobby	165,000	158,000	-7,000	10,500	9,000	-1,500
Game Contents	158,000	140,000	-18,000	11,000	5,500	-5,500
Visual and Music Content	35,000	34,000	-1,000	2,000	1,500	-500
Amusement Facility	72,000	70,000	-2,000	1,500	1,500	0
Other	19,000	18,000	-1,000	500	500	0
Elimination and corporate	-19,000	-20,000	-	-3,000	-3,000	-
Consolidated	430,000	400,000	-30,000	22,500	15,000	-7,500

End of notice