

Nippon Television Network Corporation
(Tokyo Stock Exchange 9404)

Revision of Financial Forecast for the Fiscal Year Ended March 31, 2010

In light of recent business developments, Nippon Television Network Corporation (NTV) announced today its revision of consolidated and non-consolidated financial forecasts for fiscal year ending March 31, 2010 from those previously announced on November 5, 2009.

1. For the fiscal year ended March 31, 2010 (April 1, 2009—March 31, 2010)

① Consolidated basis

	Net sales	Operating profit	Recurring profit	Net income	Net income per share
Previous Forecast (A) (as of November 5, 2009)	millions of yen 291,900	millions of yen 15,000	millions of yen 18,500	millions of yen 11,300	yen 461.45
Revised Forecast (B)	293,000	18,400	21,700	13,000	530.87
Change amounts (B – A)	1,100	3,400	3,200	1,700	
Change (%)	0.4	22.7	17.3	15.0	
FY08 results (Fiscal year ended March 31, 2009)	324,563	12,214	16,225	5,622	227.70

② Non-consolidated basis

	Net sales	Operating profit	Recurring profit	Net income	Net income per share
Previous Forecast (A) (as of November 5, 2009)	millions of yen 254,000	millions of yen 15,500	millions of yen 18,300	millions of yen 9,900	yen 399.74
Revised Forecast (B)	256,000	17,400	20,200	11,200	452.23
Change amounts (B – A)	2,000	1,900	1,900	1,300	
Change (%)	0.8	12.3	10.4	13.1	
FY08 results (Fiscal year ended March 31, 2009)	277,759	8,389	11,749	3,245	130.05

2. Reasons for Revision

Both consolidated and non-consolidated results for the third quarter have decreased considerably due to the continued lackluster advertising market, and in particular, the decline in time sales revenue has had an enormous effect.

However, ongoing efforts at reducing costs, mainly in program production, are starting to gain successful results to the point of being able to cover the drop in revenue. Due to business performance expected to solidify into the fourth quarter, financial forecasts announced on November 5, 2009 for consolidated and non-consolidated will be revised.