

[Translation]

May 10, 2012

To whom it may concern

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Notice regarding partial amendments to articles of incorporation

Nippon Television Network Corporation (“NTV”) announces that at the board of directors meeting on May 10, 2012, a resolution was passed to submit a proposal for partial amendments to its articles of incorporation to the 79th ordinary shareholders meeting scheduled for June 28, 2012.

1. Grounds for amendments

As announced by NTV in the “Notice regarding execution of integration agreement, company split agreement, and share exchange agreements relating to transition of Nippon Television Network Corporation, BS Nippon Corporation, and CS Nippon Corporation to a certified broadcasting holding company structure” dated today, setting October 1, 2012 (Monday) as the effective date, the transition to a certified broadcasting holding company will be implemented through conducting (i) an absorption-type company split in which NTV and the “Nippon Television Network Preparatory Corporation” a wholly owned subsidiary of NTV, will respectively be the splitting company and the successor company, and the rights and obligations relating to all businesses of NTV other than certain group operations management business will be assumed by the “Nippon Television Network Preparatory Corporation,” a wholly owned subsidiary of NTV, in accordance with Article 757 of the Companies Act and (ii) share exchanges in which NTV will become the wholly owning parent company in share exchanges, and BS Nippon Corporation and CS Nippon Corporation will become wholly owned subsidiaries in share exchanges, in accordance with Article 767 of the Companies Act. In connection with this transition, NTV will amend its corporate name, and objectives and purposes stipulated in Article 1 and Article 2 of its articles of incorporation on October 1, 2012 (Monday). NTV will also amend Article 16 (Authority to Convene General Meetings of Shareholders) in order for shareholders meetings to be convened more flexibly and to make other necessary amendments to its articles of incorporation.

The amendments of its articles of incorporation will be effective on the condition that the absorption-type company split and share exchanges mentioned above take effect after

necessary permissions and authorizations are obtained from relevant government agencies (including certification from the Minister of Internal Affairs and Communications under Article 159 Paragraph 1 of the Broadcasting Act regarding becoming a certified broadcasting holding company) in order for NTV to become a certified broadcasting holding company.

2. Details of amendments

Details of the amendments are as follows.

Current articles of incorporation	After amendments
<p>Article 1. Corporate Name</p> <p>The name of the Company shall be <u>Nippon Terebi Hosomo Kabushiki Kaisha</u>. In English, the Company shall be called <u>Nippon Television Network Corporation</u>.</p>	<p>Article 1. Corporate Name</p> <p>The name of the Company shall be <u>Nippon Terebi Holdings Kabushiki Kaisha</u>. In English, the Company shall be called <u>Nippon Television Holdings, Inc.</u></p>
<p>Article 2. Objectives and Purposes</p> <p>The objectives and purposes of the Company shall be to engage in the following businesses:</p> <ul style="list-style-type: none"> (1) <u>Basic broadcasting business and general broadcasting business based on the Broadcasting Act;</u> (2) <u>Planning, producing and selling broadcast programs;</u> (3) <u>Developing, instructing on and selling broadcast-related technologies;</u> (4) <u>Telecommunications business based on the Telecommunications Business Law;</u> (5) <u>Developing, instructing on and selling electronic computers, information and telecommunications device and operating technologies thereof;</u> 	<p>Article 2. Objectives and Purposes</p> <p><u>1. The objectives and purposes of the Company shall be, as a certified broadcasting holding company, to control and manage the business activities of companies (including foreign companies), partnerships (including foreign entities equivalent to partnerships) and other entities all of which engage in the following businesses, by owning their shares and other equity interests:</u></p> <p>(Deletions)</p>

- (6) Business related to informational services including collecting, processing and providing all forms of information;
- (7) Planning, producing, purchasing, selling, showing, distributing, importing and exporting movies;
- (8) Planning, producing, showing and mediating events such as entertainment, sport, music, theater, art, science, cultural performance and so forth, and managing education, public welfare and cultural businesses related to broadcasting business;
- (9) Planning, producing, replicating and selling all forms of software including images, sounds, text and so forth, and providing broadcast and communications services using these software;
- (10) Acquiring, transferring, licensing and any other managing business of intangible property including copyright, neighboring rights, industrial property and merchandising rights;
- (11) Operating and managing a library of phonograph records and films;
- (12) Developing and selling software related to computers;
- (13) Seeking and managing clients and analyzing and selling market research information related to broadcast and communications;
- (14) Mail order business using broadcast and communications services, and mediating and planning thereof;
- (15) Sales and brokering of coupons by means of broadcasting and telecommunications;

(Deletions)

- (16) Sales and brokering of tickets, related to entertainment, theater, movies and various other events, by means of broadcasting and telecommunications;
- (17) Planning, issuing and selling publications;
- (18) Planning, consigning manufacturing of, selling and mediating services for character goods (to which images of persons and animals etc. with copyrights, emblems and distinct names and characters are attached);
- (19) Selling and mediating services for foods and beverages, daily necessities and miscellaneous goods, real flowers, sporting goods, clothing, bedclothes, toys, stationery, art objects, precious metals, clocks, home electrical appliances, automobiles, furniture, game machines, software for computer games and so forth;
- (20) Advertising agency business for broadcast, communications, newspapers and magazines and so forth;
- (21) Planning and producing advertising materials and product design;
- (22) Planning and producing set design, decoration, computer graphics and so forth with respect to broadcasting programs and films;
- (23) Operating and managing studios for audio and image recording;
- (24) Managing sport facilities, performance facilities for music, [cinema]or[movies] and so forth, art museums, exhibition halls and parking areas;

(Deletions)

(25) Business related to scouting for and fostering singers, talents and actors;

(26) Leasing facilities and equipment related to real estate and broadcast and communications business, and establishing rights of use thereof;

(27) Building maintenance business;

(28) Managing restaurants and distributing shops selling merchandise described in items 18 and 19 above;

(29) Non-life insurance agency business and business related to soliciting life insurance;

(30) Temporary employment agency business; and

(31) Engaging in all other businesses related to the activities described in each item above.

(New)

(Deletions)

(1) Basic broadcasting business and general broadcasting business based on the Broadcasting Act;

(2) Media business;

(3) Business related to planning, producing, purchasing, selling, leasing, screening, distributing, importing, exporting, and mediating broadcast programs, films and all forms of software including images, sounds, text, etc.;

(4) Business related to developing, purchasing, selling, leasing, importing, exporting, and instructing on broadcasting and information-communication devices, electronic devices and utilization technologies for those devices and broadcasting-related technologies;

(New)

- (5) Business related to managing, operating, purchasing, selling, leasing, importing, and exporting facilities, equipment, devices, etc. related to broadcasting and communications business;
- (6) Business related to planning, producing, purchasing, selling, leasing, importing and exporting set design, studio sets, computer graphics, etc. with respect to broadcast programs and films;
- (7) Business related to developing and managing clients and providing marketing services, including market research, with respect to broadcasting and communications;
- (8) Business related to planning, operating and mediating media commerce business using broadcasting and communications services;
- (9) Telecommunications business based on the Telecommunications Business Act;
- (10) Business related to planning, issuing, purchasing and selling publications;
- (11) Business related to acquiring, purchasing, selling, licensing, managing, and disposing of intellectual property rights including copyrights, neighboring rights, image rights, industrial property rights and merchandising rights;
- (12) Business related to collecting, processing, purchasing, selling, and providing information;
- (13) Business related to operating education, public welfare and cultural businesses related to broadcasting business;

(New)

- (14) Business related to planning, producing, and promoting events such as entertainment, sport, music, theatrical performance, art, science, and cultural performance;
- (15) Business related to operating studios for audio and image recording, libraries, sport facilities, performance facilities for music, movies, etc., art museums, exhibition halls and other event-related facilities, restaurants, and parking areas;
- (16) Business related to planning, manufacturing, purchasing, selling, providing, leasing, importing, exporting, brokering, and mediating character goods, foods and beverages, miscellaneous goods, clothing, furniture, art objects, precious metals, machinery, real flowers, tickets, coupons, and other goods;
- (17) Business related to scouting for and fostering singers, talents and actors;
- (18) Advertising agency business, and business related to planning, producing, purchasing, selling, leasing, importing, and exporting advertising materials and product design;
- (19) Business related to purchasing, selling, leasing, managing, and maintenance of real estate;
- (20) Non-life insurance agency business and business related to soliciting life insurance;
- (21) Temporary employment agency business; and
- (22) All other businesses incidental or related to the activities described in each item above.

	<p><u>2. The Company may conduct all the businesses described in each item of the preceding paragraph or all businesses incidental or related to those businesses.</u></p>
<p>Article 16. Authority to Convene General Meetings of Shareholders</p> <p>1. Except as otherwise provided by law, general meetings of shareholders shall be convened by the representative director previously determined by the Board of Directors.</p> <p>2. If the representative director prescribed in the preceding paragraph is unable to act, another <u>representative</u> director, in accordance with the order previously determined by the Board of Directors, shall convene the meeting.</p>	<p>Article 16. Authority to Convene General Meetings of Shareholders</p> <p>1. Except as otherwise provided by law, general meetings of shareholders shall be convened by the representative director previously determined by the Board of Directors.</p> <p>2. If the representative director prescribed in the preceding paragraph is unable to act, another director, in accordance with the order previously determined by the Board of Directors, shall convene the meeting.</p>
<p>Article 35. Supplemental Corporate Auditor</p> <p>1. <u>A supplemental corporate auditor may be elected</u> at ordinary general meetings of shareholders in advance, so as to prepare for the event where the number of corporate auditors becomes less than the required number of corporate auditors provided for in laws.</p> <p>2. A resolution for the election of a supplemental corporate auditor in the preceding paragraph shall be adopted by more than one-half (1/2) of the voting rights held by the shareholders present at the meeting who are entitled to more than one-third (1/3) of the voting rights held by all shareholders who are entitled to exercise their voting rights.</p> <p>3. In the case a supplemental corporate auditor elected as prescribed in Paragraph 1 assumes office, the term of his/her office shall be the remaining term of office of the retired corporate auditor.</p> <p>4. The effects pertaining to the resolution for the election of a supplemental corporate auditor prescribed in Paragraph 1 of this article shall expire at the start of the ordinary</p>	<p>Article 35. Supplemental Corporate Auditor</p> <p>1. <u>The Company may elect a supplemental corporate auditor</u> at ordinary general meetings of shareholders in advance, so as to prepare for the event where the number of corporate auditors becomes less than the required number of corporate auditors provided for in laws.</p> <p>2. A resolution for the election of a supplemental corporate auditor in the preceding paragraph shall be adopted by more than one-half (1/2) of the voting rights held by the shareholders present at the meeting who are entitled to more than one-third (1/3) of the voting rights held by all shareholders who are entitled to exercise their voting rights.</p> <p>3. In the case a supplemental corporate auditor elected as prescribed in Paragraph 1 assumes office, the term of his/her office shall be the remaining term of office of the retired corporate auditor.</p> <p>4. The effects pertaining to the resolution for the election of a supplemental corporate auditor prescribed in Paragraph 1 of this article shall expire at the start of the ordinary</p>

general meeting of shareholders that first occurs after the resolution.	general meeting of shareholders that first occurs after the resolution.
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3. Schedule

Date of the shareholders meeting for the amendments to the articles of incorporation June 28, 2012 (Thursday) (scheduled)

Effective date for the amendments to the articles of incorporation October 1, 2012 (Monday) (scheduled)

Note: As announced by NTV in the “Notice regarding stock split, trading unit change, and partial amendment to the articles of incorporation” dated March 29, 2012, NTV will split each of its shares of common stock into 10 shares and change the share unit number of the company’s common stock from 10 to 100 on October 1, 2012 (Monday) (scheduled). Pursuant to this, on October 1, 2012 (Monday) (scheduled), the total number of authorized shares stipulated in Article 6 of the articles of incorporation will change from 100,000,000 to 1,000,000,000, and the share unit number stipulated in Article 7 of the articles of incorporation will change from 10 shares to 100 shares.

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