

# Summary of Business Results for the Second Quarter of the Year Ending July 31, 2010

March 10, 2010

Company **TYO Inc**  
 Stock Code 4358  
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 Strategic Business Planning Headquarter  
 Expected date of filing of quarterly report: March 12, 2010  
 Expected starting date of dividend payment: —

Listed on the JASDAQ  
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*(Rounded down to million yen)*

## 1. Consolidated business results for the six months ended January 2010

(August 1, 2009 through January 31, 2010)

(1) Consolidated results of operations (Percentage figures represent year-on-year changes)

	Net sales		Operating income		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
Six months ended Jan. 2010	13,580	(13.2)	397	27.8	171	20.7	(227)	—
Six months ended Jan. 2009	15,648	7.0	310	(66.4)	142	(81.3)	(369)	—

	Net income per share		Diluted net income per share	
	Yen		Yen	
Six months ended Jan. 2010	(8.21)		—	
Six months ended Jan. 2009	(13.08)		—	

(2) Consolidated financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
As of Jan. 2010	22,951	1,233	(0.1)	(0.43)
As of Jul. 2009	22,965	1,399	0.8	6.41

(Reference) Shareholders' equity:

As of January 2010: (11) million yen

As of July 2009: 177 million yen

## 2. Dividends

	Dividends per share				
	End of 1Q	End of 2Q	End of 3Q	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
Year ended Jul. 2009	—	—	—	—	—
Year ending Jul. 2010	—	—	—	—	—
Year ending Jul. 2010 (forecast)	—	—	—	2.00	2.00

(Note) Revisions to dividend forecast for the current quarter: None

## 3. Forecast of consolidated business results for the year ending July 2010

(August 1, 2009 through July 31, 2010)

(% change from the previous year)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
Year ending Jul. 2010	29,000	(1.6)	900	123.9	650	417.7	150	—	5.41

(Note) Revisions to consolidated business forecast for the current quarter: None

## 4. Others

- (1) Changes in significant subsidiary during the period (changes in specified subsidiary accompanying changes in the scope of consolidation): None  
 New subsidiary: —  
 Excluded: —

(2) Applications of simplified accounting procedures and accounting procedures unique to the preparation of quarterly consolidated financial statements: Yes

(3) Changes in rules, procedures and indication methods of accounting process concerning the preparation of quarterly consolidated financial statements (Changes to important items that form the basis for preparing quarterly consolidated financial statements)

① Changes due to revision of accounting standards: Yes

② Changes other than ①: None

(4) Shares outstanding (common stock)

① Number of shares outstanding at the end of period (treasury stock included)

As of January 2010: 32,611,880 shares

As of July 2009: 32,611,880 shares

② Treasury stock at the end of period

As of January 2010: 4,887,462 shares

As of July 2009: 4,887,462 shares

③ Average number of stock during period (quarterly consolidated cumulative period)

Six months ended January 2010: 27,724,418 shares

Six months ended January 2009: 28,262,364 shares

**\* Explanation regarding appropriate use of business forecasts and other special instructions**

Projected net income per share is calculated based on 27,724,418 shares outstanding at the end of year (after deducting treasury stock).

Above forecasts regarding future performance are based on information and assumptions at the time this report was prepared. Actual results may differ from the forecasts due to various factors.

## Segment information

### Operating segment information

Previous second quarter (from August 1, 2008 to January 31, 2009)

(Thousand yen)

	Advertising business	WEB business	Entertainment business	Contents Solutions business	Total	Eliminations or corporate	Consolidated
Sales							
(1) Sales to external customer	8,484,128	1,642,424	5,170,647	350,840	15,648,040	—	15,648,040
(2) Inter-segment sales and transfers	38,968	72,804	21,945	387,005	520,723	(520,723)	—
Total	8,523,096	1,715,228	5,192,592	737,846	16,168,763	(520,723)	15,648,040
Operating income (loss)	415,316	(110,915)	193,541	36,010	533,952	(223,238)	310,713

(Note) The operating results of WEB business include the operating results of International business.

Current second quarter (from August 1, 2009 to January 31, 2010)

(Thousand yen)

	Advertising business	WEB business	Entertainment business	Contents Solutions business	Total	Eliminations or corporate	Consolidated
Sales							
(3) Sales to external customer	8,313,536	1,462,753	3,521,824	281,947	13,580,062	—	13,580,062
(4) Inter-segment sales and transfers	119,303	101,140	26,435	681,279	928,158	(928,158)	—
Total	8,432,839	1,563,893	3,548,260	963,227	14,508,221	(928,158)	13,580,062
Operating income (loss)	473,240	(118,226)	68,413	71,202	494,629	(97,606)	397,022

(Note) 1. The operating results of WEB business include the operating results of International business

2. The major cause of significant decrease in Entertainment business sales compared with the same quarter a year earlier is due to the effect of a withdrawal from Game Software sector in the previous consolidated fiscal year.