

March 26, 2010

**Notice of Determination of Transfer Price and Recording of Extraordinary Profit
Concerning Sales of Stock in a Subsidiary**

As was announced in the March 17, 2010 press release titled "Notice of Basic Agreement on Sales of Stock in a Subsidiary", TYO Inc. resolved to sell its entire holding in Tsuburaya Productions Co., Ltd. (hereafter "Tsuburaya"), a consolidated subsidiary, to Fields Corporation (hereafter "Fields"). Following the basic agreement, TYO announces that its board of directors on March 25, 2010 determined the transfer price, schedule and other matters as follows.

1. Number of shares to be transferred, transfer price and percentage of shares held before and after transfer

- (1) Shares held prior to transfer: 51,000 shares
(percentage of shares held by TYO: 51.0%; voting rights held: 51,000 rights)
- (2) Shares to be transferred: 51,000 shares
(percentage of shares held by TYO: 51.0%; Transfer price: 1,091 million yen)
- (3) Shares held after transfer: 0
(percentage of shares held by TYO: 0.0%; voting rights held: 0)
- (4) Method of transfer: Cash settlement

* The above results were determined by taking into account the results of valuation of stock price using the DCF method performed by a third-party organization, liabilities, future profitability and other matters.

2. Transfer schedule

- March 25, 2010 TYO board of directors meeting concerning the matter
- April 2, 2010 Signing of the stock transfer agreement, date of stock transfer

3. Recording of extraordinary profit

TYO expects to record an extraordinary profit of 711 million yen on a non-consolidated basis for the fiscal year ending July 2010. Extraordinary profit on a consolidated basis will be determined when Tsuburaya closes its books at the end of March and the figures are calculated. An announcement will be made promptly as soon as the extraordinary profit has been determined.

4. Outlook

Due to this sale, Tsuburaya will cease to be a TYO subsidiary effective April 2, 2010.

The effect of the sale of stock on TYO's business results for the fiscal year ending July 2010 is now being assessed. An announcement will be made promptly whenever there is any information that should be disclosed

(Reference)

Profile of Tsuburaya Productions

- (1) Company name: Tsuburaya Productions Co., Ltd.
- (2) Representative: Shinichi Ooka, President
- (3) Head office: 1-10-1 Hachimanyama, Setagaya-ku, Tokyo
- (4) Established: April 1963
- (5) Major businesses: Planning and production of films and TV programs; planning, production and sales of character goods

- (6) Fiscal year end: July 31
(7) No. of employees: 79 (as of January 31, 2010)
(8) Capital: 310,000 thousand yen
(9) Shares outstanding: 100,000 shares
(10) Principal shareholders and percentage of shares held:
TYO Inc.: 51,000 shares (51.0%)
Bandai Co., Ltd: 49,000 shares (49.0%)

(11) Recent operating results (Million yen)

	Fiscal year ended February 2008	Fiscal year ended July 2008 *	Fiscal year ended July 2009
Sales	3,961	1,029	3,577
Operating income	(132)	(20)	374
Ordinary income	(324)	(34)	328
Net income	(2,337)	(49)	238
Total assets	3,029	2,435	1,862
Net assets	(1,019)	(1,068)	(832)

* Fiscal year ended July 2008 was a 5-month accounting period due to a change in the fiscal year end.

Profile of buyer

① Company name	Fields Corporation	
② Businesses	Planning, development, purchase and sales of amusement machines; planning, development and sales of visual software copyrighted characters and related content; planning, development and sales of visual software	
③ Established	June 1988	
④ Head office	3-6 Maruyama-cho, Shibuya-ku, Tokyo	
⑤ Name and position of representative	Hidetoshi Yamamoto, Chairman and CEO Takashi Oya, President and CEO	
⑥ Capital	7,948 million yen	
⑦ Net assets	39,496 million yen	
⑧ Total assets	52,064 million yen	
⑨ Major shareholders and percentage of shares held	Hidetoshi Yamamoto: 25.00% SANKYO Co., Ltd.: 15.00%	
⑩ Relationship between listed company and buyer	Capital	TYO will sell (date of payment is scheduled on April 2, 2010) its shares by using a private placement to Fields. Due to this sale, Fields will become a shareholder of TYO with a holding of 14.98% of shares.
	Business	None
	Personnel	None
	Related party information	None