

February 3, 2009

For immediate release

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**Subsidiary Hokkaido Coca-Cola Bottling Co., Ltd.'s Revised Earnings Forecasts
for the Fiscal Year Ended December 2008**

Dai Nippon Printing Co., Ltd. subsidiary Hokkaido Coca-Cola Bottling Co., Ltd. today announced revisions of its consolidated and non-consolidated earnings forecasts for the fiscal year ended December 2008 (January 1, 2008 – December 31, 2008), which were announced on November 13, 2008, in light of recent trends in the Company's performance, as shown in the accompanying pages.

The revisions have limited impact on the consolidated and non-consolidated earnings forecasts for the fiscal year ending March 2009.

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For immediate release

Company Name: Hokkaido Coca-Cola Bottling Co., Ltd.
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Revised Consolidated and Non-consolidated Earnings Forecasts for the Fiscal Year Ended December 2008

Hokkaido Coca-Cola Bottling Co., Ltd. today announced revisions of its consolidated and non-consolidated earnings forecasts for the fiscal year ended December 2008 (January 1, 2008 – December 31, 2008), which were announced on November 13, 2008, in light of recent trends in the Company's performance, as follows.

1. Revisions of consolidated earnings forecasts for the fiscal year ended December 2008 (January 1, 2008 – December 31, 2008)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous forecast (A)	72,300	300	250	130	3.56
Revised forecast (B)	71,700	380	410	40	1.09
Change (B–A)	(600)	80	160	(90)	—
Change (%)	(0.8)	26.7	64.0	(69.2)	—
Previous year result (fiscal year ended December 2007)	73,494	1,368	1,358	835	22.86

2. Revisions of non-consolidated earnings forecasts for the fiscal year ended December 2008 (January 1, 2008 – December 31, 2008)

	Net sales	Operating income (loss)	Ordinary income	Net income (loss)	Net income (loss) per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous forecast (A)	62,500	50	200	50	1.37
Revised forecast (B)	61,800	(80)	160	(140)	(3.83)
Change (B–A)	(700)	(130)	(40)	(190)	—
Change (%)	(1.1)	—	(20.0)	—	—
Previous year result (fiscal year ended December 2007)	63,630	907	1,075	808	22.13

3. Reasons for the revisions

(1) Consolidated forecasts

The economic downturn resulting from the financial crisis that originated in the United States has spread worldwide. Amid concerns that financial conditions may become unstable again, the Group faces challenging market conditions. Worsening employment conditions, growing price consciousness, and a further slump in consumer spending are likely to result in lower net sales than the original forecast.

The Company's new forecasts for operating income and ordinary income are higher than the previously announced forecasts because of cost reductions that more than offset the expected decline in net sales. The Company's new net income forecast is lower than the previously announced forecast because of impairment losses on idle assets.

(2) Non-consolidated forecasts

For the same reasons as the consolidated forecasts, the Company expects net sales to be lower than the previously announced forecast.

The Company revised non-consolidated earning results as shown above, because of a rise in the cost of sales ratio, owing to sales price declines and material cost increases, and impairment losses, as in the case of the consolidated forecasts.