

For immediate release

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### **Dai Nippon Printing Revises Consolidated and Non-consolidated Earnings Forecasts for the Fiscal Year Ending March 2009**

TOKYO, February 6, 2009 — Dai Nippon Printing Co., Ltd., today announced revisions of its consolidated and non-consolidated earnings forecasts for the fiscal year ending March 2009 (April 1, 2008 – March 31, 2009), which were originally announced on November 14, 2008. The revisions take into account recent trends in the Company's performance, and are as follows.

Revisions of consolidated earnings forecasts for the fiscal year ending March 2009 (April 1, 2008 – March 31, 2009)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous forecast (A)	1,670,000	72,000	73,000	32,000	49.46
Revised forecast (B)	1,620,000	46,000	46,500	9,500	14.68
Change (B–A)	(50,000)	(26,000)	(26,500)	(22,500)	
Change (%)	(3.0)	(36.1)	(36.3)	(70.3)	
Previous year results (fiscal year ended March 2008)	1,616,053	87,104	86,502	45,171	67.08

Revisions of non-consolidated earnings forecasts for the fiscal year ending March 2009 (April 1, 2008 – March 31, 2009)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous forecast (A)	1,200,000	19,500	42,000	15,500	23.93
Revised forecast (B)	1,120,000	10,500	32,500	6,500	10.04
Change (B–A)	(80,000)	(9,000)	(9,500)	(9,000)	
Change (%)	(6.7)	(46.2)	(22.6)	(58.1)	
Previous year results (fiscal year ended March 2008)	1,180,188	28,186	45,105	30,343	45.02

#### *Reasons for the revisions*

Amid the serious global economic downturn that originated with the US financial crisis, the Company has faced a dramatic deterioration in business conditions starting in the third quarter (ended December 31, 2008), including declines in printing demand in nearly all areas and weakness in the electronics segment (primarily LCD color filters). Another factor in the revisions is a likely loss on devaluation of investment securities stemming from the stock market's decline. In light of these factors, the Company has revised its consolidated and non-consolidated earnings forecasts for the fiscal year ending March 2009 (April 1, 2008 – March 31, 2009), which were originally announced on November 14, 2008.

Note:

The forecasts above were prepared on the basis of information available to the Company and certain assumptions that the Company deemed to be reasonable as of the date of the publication of this document.

A number of factors, including but not limited to risks and uncertainties related to changes in economic conditions affecting the Company's operations, market trends, and fluctuations in exchange rates, could cause actual results to differ from these forecasts.