

August 5, 2009

For immediate release

Company Name: Dai Nippon Printing Co., Ltd.  
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**Subsidiary Hokkaido Coca-Cola Bottling Co., Ltd.'s Revised Earnings Forecasts  
for the Fiscal Year Ending December 2009**

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 ending December 2009 (January 1, 2009–December 31, 2009), which were announced on February 10, 2009, 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 2010.

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Company Name: Hokkaido Coca-Cola Bottling Co., Ltd.

Ticker: 2573 (TSE2, SSE)

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**Revised Consolidated and Non-consolidated Earnings Forecasts  
for the Fiscal Year Ending December 2009**

Hokkaido Coca-Cola Bottling Co., Ltd. today announced revisions of its consolidated and non-consolidated earnings forecasts for the fiscal year ending December 2009 (January 1, 2009–December 31, 2009), which were announced along with results for the fiscal year ended December 2008 on February 10, 2009, in light of recent trends in the Company's performance, as follows.

**1. Revisions of consolidated earnings forecasts for the fiscal year ending December 2009  
(January 1, 2009 – December 31, 2009)**

	Net sales	Operating income (loss)	Ordinary income (loss)	Net income (loss)	Net income (loss) per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous forecast (A)	68,500	400	450	400	10.95
Revised forecast (B)	64,500	(850)	(840)	(940)	(25.73)
Change (B–A)	(4,000)	(1,250)	(1,290)	(1,340)	-
Change (%)	(5.8)	-	-	-	-
Previous year result (fiscal year ended December 2008)	71,731	387	417	41	1.13

**2. Revisions of non-consolidated earnings forecasts for the fiscal year ending December 2009 (January 1, 2009 – December 31, 2009)**

	Net sales	Operating income (loss)	Ordinary income (loss)	Net income (loss)	Net income (loss) per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous forecast (A)	60,600	50	200	150	4.10
Revised forecast (B)	57,800	(960)	(650)	(710)	(19.43)
Change (B–A)	(2,800)	(1,010)	(850)	(860)	-
Change (%)	(4.6)	-	-	-	-
Previous year result (fiscal year ended December 2008)	61,803	(77)	162	(136)	(3.74)

### **3. Reasons for the revisions**

#### **(1) Consolidated forecasts**

The revisions reflect mainly the impact of the revisions of non-consolidated forecasts noted below.

#### **(2) Non-consolidated forecasts**

In the first two quarters of the fiscal year, sales and profits were weaker than originally expected because of intensified competition; weak consumer spending, owing partly to increased concerns about jobs and incomes; and a slump in sales volume stemming from unfavorable weather.

The Company intends to increase sales volume, cut costs, and make operations more efficient to offset 1) an increase in retirement benefit costs, stemming from the stock market's sharp pullback since the fall of 2008 and a corresponding decline in pension assets, and 2) declines in sales and profits in the first two quarters. However, the Company has revised its forecasts, as shown above, because net sales, operating income, ordinary income, and net income are all likely to be lower than the original forecasts.

Note: The forecasts above are based on information available as of the announcement date of this release. Various factors could cause actual results to differ substantially from these forecasts.