

For immediate release

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Differences between Consolidated Results and Forecasts for the First Six Months and Revised Consolidated Earnings Forecasts for the Fiscal Year Ending March 2010

The differences between Dai Nippon Printing's consolidated financial forecasts for the first six months of the fiscal year ending March 2010 (April 1, 2009 – September 30, 2009), announced on May 15, 2009, and the actual results announced today are shown in the table below.

Based on the latest earnings trends, we have also revised our May 15, 2009 consolidated earnings forecasts for the fiscal year ending March 2010, as shown in the table below.

1. Differences between consolidated results and forecasts for the first six months of the fiscal year ending March 2010 (April 1, 2009 – September 30, 2009)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous forecast (A)	812,000	15,000	15,000	7,500	11.64
Actual results (B)	771,276	25,610	24,932	7,924	12.30
Change (B–A)	(40,724)	10,610	9,932	424	—
Change (%)	(5.0%)	70.7%	66.2%	5.7%	—
(Reference) Year-on-year comparison (First six months of the fiscal year ended March 31, 2009)	804,322	39,948	41,569	16,567	25.52

**2. Revisions of consolidated earnings forecasts for the fiscal year ending March 2010
(April 1, 2009 – March 31, 2010)**

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous forecast (A)	1,677,000	40,000	40,000	20,000	31.04
Revised forecast (B)	1,600,000	40,000	40,000	20,000	31.04
Change (B–A)	(77,000)	—	—	—	—
Change (%)	(4.6%)	—	—	—	—
(Reference) Year-on-year comparison (Fiscal year ended March 2009)	1,584,844	46,177	47,390	(20,933)	(32.35)

3. Reasons for the differences and revisions

Sales for the first six months of the fiscal year were lower than expected in the Books and Magazines business and the Commercial Printing business because of a weak publications market and cutbacks in corporate advertising spending. Profits on antiglare film for flat-panel displays and LCD color filters improved by more than expected thanks to the Japanese government's eco-point system, a program for promoting green consumer electronics.

We have lowered our sales forecast for the fiscal year ending March 2010, based on the first six months financial results and in light of the highly uncertain outlook for the economy and demand in the publishing and advertising markets. However, we have maintained our income forecasts for the fiscal year.

Note: The forecasts above are based on information available as of the announcement date of this release and include forecasts based on assumptions, views, and plans regarding the future. For various reasons, actual results may differ from the forecasts included herein.