

**Dai Nippon Printing Co., Ltd. and Consolidated Subsidiaries**

**Selected Financial Data for the Second Quarter Ended September 30, 2008**

\*This note is a selected translation of the Japanese Financial Statements and is unaudited information.

**As of September 30**

(millions of yen except per share amount)

	2008		2007	
Total assets	¥	<b>1,613,183</b>	¥	1,610,923
Total stockholders' equity		<b>974,304</b>		1,027,455
Equity ratio		<b>60.4 %</b>		63.8 %
Book value per share (yen)	¥	<b>1,512.03</b>	¥	1,533.92

**Six months ended September 30**

(millions of yen except per share amount)

	2008			2007		
Net sales	¥	<b>804,322</b>	<b>1.3 %</b>	¥	793,886	6.8 %
Operating income		<b>39,948</b>	<b>(0.9) %</b>		40,322	(15.8) %
Ordinary income		<b>41,569</b>	<b>0.1 %</b>		41,513	(18.7) %
Net income		<b>16,567</b>	<b>(24.1) %</b>		21,839	(14.8) %
Earnings per share (yen)						
primary	¥	<b>25.52</b>		¥	32.21	
fully diluted		—			—	
Net Cash flows from operating activities	¥	<b>72,582</b>		¥	56,294	
Net Cash flows from investing activities	¥	<b>(55,117)</b>		¥	(45,323)	
Net Cash used in financing activities	¥	<b>(33,812)</b>		¥	(58,479)	
Cash and cash equivalents	¥	<b>112,770</b>		¥	124,194	

**Actual results by business segment for six months ended September 30**

(millions of yen)

	2008			2007		
<b>Information Communication</b>						
Net sales	¥	<b>332,847</b>	<b>1.1 %</b>	¥	329,251	0.8 %
Operating income		<b>15,582</b>	<b>(22.4) %</b>		20,078	(15.7) %
<b>Lifestyle and Industrial Supplies</b>						
Net sales	¥	<b>288,978</b>	<b>6.4 %</b>	¥	271,520	8.9 %
Operating income		<b>15,195</b>	<b>(11.2) %</b>		17,117	(8.8) %
<b>Electronics</b>						
Net sales	¥	<b>156,155</b>	<b>(5.8) %</b>	¥	165,846	20.3 %
Operating income		<b>13,370</b>	<b>77.6 %</b>		7,530	(12.9) %
<b>Beverages</b>						
Net sales	¥	<b>33,855</b>	<b>(1.4) %</b>	¥	34,323	0.7 %
Operating income		<b>29</b>	<b>(75.8) %</b>		120	— %

**Other Data for six months ended September 30**

(millions of yen)

	2008		2007	
Depreciation expenses	¥	<b>50,995</b>	¥	51,167
R&D expenditures	¥	<b>17,636</b>	¥	17,359