

May 25, 2012

Company name	TV Asahi Corporation
Representative:	Hiroshi Hayakawa (President)
Securities code:	9409 (Tokyo Stock Exchange, First Section)
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Notice Concerning Share Split, Adoption of Share-Trading Unit System, Partial Amendment to the Articles of Incorporation, and Revision of Dividend Forecast

TV Asahi Corporation (the “Company”) hereby announces that it resolved to conduct a share split and adopt a share-trading unit system at the meeting of the Board of Directors held on May 25, 2012. The details are presented below. In addition, at the same meeting, it decided to submit for approval at the 72nd General Meeting of Shareholders to be held on June 28, 2012, a proposal of partial changes to the Articles of Incorporation. The share split and the adoption of a share-trading unit system are subject to the approval of the proposed partial changes to the Articles of Incorporation at the 72nd General Meeting of Shareholders to be held on June 28, 2012.

1. Purpose of Share Split and Adoption of Share-Trading Unit System

Taking into consideration the intent of the “Action Plan for Consolidating Trading Units” to unify trading units of common stock to 100 shares, as announced by all stock exchanges in Japan on November 27, 2007, and the follow-up “Decision on the Deadline for Transitioning to a Trading Unit of 100 Shares or 1,000 Shares” on January 19, 2012, the Company will conduct a share split and adopt a share-trading unit system. Please note that the number of investment units will not actually change following the implementation of the share split and the adoption of the share-trading-unit system.

2. Share Split

(1) Method of share split

The share split shall have a record date of Sunday, September 30, 2012 (however, because this date falls on a holiday, for all practical purposes the effective date is Friday, September 28, 2012) and shall involve the splitting of common shares held by shareholders whose names appear or are recorded in the latest Registry of Shareholders on the record date at a ratio of 100 shares for each share held.

(2) Increase in number of shares resulting from the share split

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| 1) Number of issued shares before the share split | 1,006,000 shares |
| 2) Increase in issued shares from the share split | 99,594,000 shares |
| 3) Total number of issued shares after the share split | 100,600,000 shares |
| 4) Total number of authorized shares after the share split | 300,000,000 shares |

(3) Schedule of share split

Record date notification	September 11, 2012 (Tuesday)
Record date	September 30, 2012 (Sunday)
Effective date	October 1, 2012 (Monday)

3. Adoption of Share-Trading-Unit System

(1) Number of shares in newly-established share-trading unit

The adoption of the share-trading-unit system shall take effect on the effective date stated above in “2. Share Split”, and the number of shares constituting a share-trading unit shall be 100 shares.

(2) Schedule for establishment of the new system

Effective date October 1, 2012 (Monday)

(Reference)

In conjunction with the above-mentioned adoption of the share-trading unit system, the trading unit for the Company’s stock will change from one share to 100 shares effective September 26, 2012 (Wednesday).

4. Partial Amendment to the Articles of Incorporation

(1) Reason for changes

Taking into consideration the intent of the “Action Plan for Consolidating Trading Units” to unify trading units of common stock to 100 shares as announced by all stock exchanges in Japan on November 27, 2007, and the follow-up “Decision on the Deadline for Transitioning to a Trading Share Unit of 100 Shares or 1,000 Shares” (January 19, 2012), the Company intends to make the following changes to its Articles of Incorporation related to the implementation of a share split and the adoption of a share-trading unit system.

- 1) The Company intends to make changes to Article 6 (Total Number of Authorized Shares) in order to increase the total number of authorized shares in proportion to the share-split ratio.
- 2) The Company intends to newly establish Article 7 (Share-Trading Unit) to enable the adoption of the share-trading unit system and a share-trading unit of 100 shares.
- 3) The Company intends to newly establish Article 8 (Rights for Holdings Smaller than a Share-Trading Unit) to establish the rights of shareholders who do not have voting rights because the number of shares held is less than the number of shares that constitutes a share-trading unit.
- 4) To establish the effective date for the changes to Article 6 and the new establishment of Article 7 and Article 8, the Company intends to add a Supplementary Provision (Article 1).

5. Revised dividend forecast

In consideration of the 1:100 share split for the Company's common stock, the Company has revised its forecast of the year-end per-share dividend for the fiscal year ending March 31, 2013, during which the share split will take place. The forecast has been revised to ¥10, one hundredth of the ¥1,000 indicated in the Company's "Consolidated Earnings Report for the Fiscal Year ended March 31, 2012 (Japanese GAAP)," released on April 27, 2012.

	Dividend per share (year-end)	Dividend per share (annual total)
Previous forecast (April 27, 2012)	¥1,000.00	¥2,000.00
Revised forecast	¥10.00	(see note)
Dividends scheduled to be paid in the fiscal year ended March 31, 2012	¥1,000.00	¥2,000.00

Note: The revised total annual dividend is the sum of the ¥1,000 dividend the Company plans to pay at the end of the second quarter and before the share split takes place and the revised ¥10 year-end dividend to be distributed after the share split.