

February 5, 2013

TV Asahi Corporation  
President, Hiroshi Hayakawa  
Tokyo Stock Exchange Code: 9409  
Contact: Gengo Sunami, Member of the Board  
Tel: +81-3-6406-1111

**Announcement Regarding Amendment of Dividend Outlook**

TV Asahi Corporation (the “Company”) hereby announces that it has amended its end of year dividend outlook for FYE March 31, 2013 as follows.

1. Reason for Amendment of Dividend Outlook

The Company regards the passing-on of profits to shareholders as an important management issue. The Company’s basic policy is to sustain a stable dividend which focuses on continually increasing common dividend payout while maintaining balanced retained earnings that secures a stable foundation for the long-term broadcasting operations of the Company. In addition, the Company will endorse commemorative dividends in times of celebratory events and consider special dividends in relation to the operation results of the Company.

For the end of year dividend for FYE March 31, 2013, taking into account the Company’s steady business performance, the Company plans to pay a special dividend of 10 yen per share, in addition to the ordinary dividend of 10 yen per share, which was initially planned. Thus, the new outlook for the end of year dividend will be 20 yen per share.

This matter is planned to be on the agenda for the annual shareholders meeting to be held in June 2013.

2. New Outlook for Dividend

	Dividend per share				
	End-Q1	End-Q2	End-Q3	Year-end	Annual total
	¥	¥	¥	¥	¥
Previous Outlook (announced on October 31, 2012)	—	—	—	10	—
New Outlook	—	—	—	20	—
FYE March 31, 2013	—	1,000	—		
FYE March 31, 2012	—	1,000	—	1,000	2,000

Effective October 1, 2012, the Company conducted a 1:100 share split. Forecast of the year-end per share dividend for the fiscal year ending March 31, 2013, is calculated taking the share split into consideration. Without the share split, the total annual per-share dividend would be ¥3,000.00 (End-Q2: ¥1,000.00, Year-end: ¥2,000.00).