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**Announcement Regarding Revision of Earnings Forecasts for FYE March 31, 2014**

TV Asahi hereby announces that with respect to the current operational environment, it has revised its earnings forecasts which were previously announced on July 31, 2013. The revised earnings forecasts are as follows:

1. Consolidated Earnings Forecast

Six Months Ending September 30, 2013 (April 1, 2013 ~ September 30, 2013)

	Net Sales	Operating Income	Recurring Profit	Net Income	Net Income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous Forecast (A)	128,500	6,500	7,500	3,500	34.85
New Forecast (B)	130,500	9,200	10,300	5,300	52.77
Difference (B-A)	2,000	2,700	2,800	1,800	
Difference (%)	1.6	41.5	37.3	51.4	
<Reference> Results for Six Months Ended September 30, 2012	124,136	5,001	6,114	3,208	31.95

Fiscal Year Ending March 31, 2014 (April 1, 2013 ~ March 31, 2014)

	Net Sales	Operating Income	Recurring Profit	Net Income	Net Income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous Forecast (A)	260,000	14,000	15,500	8,700	86.62
New Forecast (B)	262,000	15,500	17,200	9,700	96.58
Difference (B-A)	2,000	1,500	1,700	1,000	
Difference (%)	0.8	10.7	11.0	11.5	
<Reference> Results for FYE March 31, 2013	253,774	13,415	15,708	9,030	89.91

## 2. Non-Consolidated Earnings Forecast

Six Months Ending September 30, 2013 (April 1, 2013 ~ September 30, 2013)

	Net Sales	Operating Income	Recurring Profit	Net Income	Net Income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous Forecast (A)	107,800	3,600	5,700	3,000	29.82
New Forecast (B)	108,800	6,200	8,400	4,800	47.71
Difference (B-A)	1,000	2,600	2,700	1,800	
Difference (%)	0.9	72.2	47.4	60.0	
<Reference> Results for Six Months Ended September 30, 2012	106,728	2,610	4,291	2,656	26.40

Fiscal Year Ending March 31, 2014 (April 1, 2013 ~ March 31, 2014)

	Net Sales	Operating Income	Recurring Profit	Net Income	Net Income per share
	¥ million	¥ million	¥ million	¥ million	¥
Previous Forecast (A)	222,000	8,800	11,000	6,500	64.61
New Forecast (B)	223,500	10,300	12,700	7,500	74.55
Difference (B-A)	1,500	1,500	1,700	1,000	
Difference (%)	0.7	17.0	15.5	15.4	
<Reference> Results for FYE March 31, 2013	217,662	8,619	10,624	6,330	62.93

## 3. Reason for Revision

For the six months ending September 30, 2013, we expect to record consolidated and non-consolidated net sales above our previous forecasts owing to higher-than-expected time and spot advertising sales.

In addition, we expect consolidated and non-consolidated operating income, recurring profit, and net income to be higher than our previous forecast, due to the above increase in net sales and to the posting of some program production costs and other expenses in the second half of the fiscal year.

For the fiscal year ending March 31, 2014, we now expect consolidated and non-consolidated net sales, operating income, recurring profit, and net income to be higher than we previously forecast.

Note: The outlook announced above is based on information available at the time of announcement and actual results may differ from the above projections due to changes in the business environment.