



February 1, 2010

To whom it may concern;

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Notice of Revision of Earnings Forecasts

Asahi Holdings, Inc. hereby announces that, in light of recent trends in the Company's performance, it has revised its full-term of the fiscal year ending March 2010 (April 1, 2009 to March 31, 2010) which were announced on October 26, 2009, as follows:

1. Revision of consolidated earnings forecasts for the fiscal year ending March 2010 (April 1, 2009 to March 31, 2010)

(Million of yen, %)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous Forecast (A) (Announced on October 26, 2009)	76,000	5,400	5,400	3,000	¥ 93.12
Revised Forecast (B)	80,000	6,600	6,600	3,600	111.75
Change (B-A)	+4,000	+1,200	+1,200	+600	—
Change (%)	5.3%	22.2%	22.2%	20.0%	—

2. Reasons for Revision of Earnings Forecasts

The future of the global and domestic economies is under an unpredictable situation. However, the Company's consolidated net sales, operating income, ordinary income and net income for the full-term of the fiscal year ending March 2010 are expected to exceed those previously forecasted, assisted by prospects that the unit sales prices of all metals are estimated to continue to be higher than initial projections, metals' collection volumes of the Company's turning on a recovery trend in the precious metal recycling business and effects from the Company's further involvement in company-wide activities to reduce costs. Consequently, the Company has revised the forecasts, as stated above.

There is no change in the forecast for dividend payment per share (term's end dividend: ¥25 per share).

In addition, forecasts in the above were prepared based on information available as of the date of this announcement. They may fluctuate according to various factors including economic situations and financial trends.