

(Translation)

January 20, 2010

Dear Sirs:

Company name: Fuji Media Holdings, Inc.
Representative: Kou Toyoda, President and
Representative Director
(Code No. 4676, 1st section of Tokyo Stock Exchange)
Person to contact: Tsuyoshi Habara, Executive Managing
Officer, Senior Executive Director of Treasury &
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Notice of Issuance of Third- and Fourth-Series Unsecured Bonds

Fuji Media Holdings Inc. decided today to issue two types of straight bonds (combined amount of ¥30.0 billion) with the following conditions, based on its shelf registration statement for domestic corporate bonds (outstanding amount of ¥70.0 billion scheduled for issuance through September 28, 2011). Details are as follows.

This fund procurement is being conducted as group financing through Fuji Media Holdings' cash management system (CMS), with funds to be allocated for capital expenditures, repayment of debt, and long-term investments throughout the Fuji Media Holdings Group. Fuji Media Holdings has set a medium-term management policy to extend new business fields and develop new businesses. This bond issuance will provide the funds necessary for existing business plans, while also securing long-term, stable funds to support the type of business expansion envisioned in the medium-term management policies.

1. Third-Series Unsecured Bonds (Five-Year Bonds)

1.1 Name of Bonds	Fuji Media Holdings, Inc. Third-Series Unsecured Bonds (with inter-bond <i>pari passu</i> clause)
1.2 Total Bond Amount	¥10,000 million
1.3 Application of Act on the Transfer of Corporate Bonds, Shares, Etc.	The Act on the Transfer of Corporate Bonds, Shares, Etc. is applicable to these Bonds.
1.4 Amount of Each Bond	¥100 million
1.5 Interest Rate	0.678% annually
1.6 Payment Amount	¥100 for each ¥100 of each Bond
1.7 Redemption Amount	¥100 for each ¥100 of each Bond
1.8 Date of Maturity	December 19, 2014
1.9 Subscription Date	January 20, 2010
1.10 Payment Date	January 27, 2010
1.11 Method of Offering for Subscription	Public offering
1.12 Collateral	These Bonds carry no collateral or guarantee, and

	no particular assets have been reserved for these Bonds.
1.13 Special Financial Covenants	These Bonds carry a "negative pledge clause".
1.14 Redemption Method	a. Bullet maturity b. Retirement by purchase
1.15 Interest Payment Date	Annually on June 20 and December 20
1.16 Lead Securities Company	Daiwa Securities Capital Markets Co. Ltd.
1.17 Depository	Japan Securities Depository Center, Inc.
1.18 Fiscal, Issuing and Paying Agent	The Bank of Tokyo-Mitsubishi UFJ, Ltd.
1.19 Ratings	AA- (Double A Minus) from Rating and Investment Information, Inc.

2. Forth-Series Unsecured Bonds (Seven-Year Bonds)

2.1 Name of Bonds	Fuji Media Holdings, Inc. Forth-Series Unsecured Bond (with inter-bond <i>pari passu</i> clause)
2.2 Total Bond Amount	¥20,000 million
2.3 Application of Act on the Transfer of Corporate Bonds, Shares, Etc.	The Act on the Transfer of Corporate Bonds, Shares, Etc. is applicable to these Bonds.
2.4 Amount of Each Bond	¥100 million
2.5 Interest Rate	1.066% annually
2.6 Payment Amount	¥100 for each ¥100 of each Bond
2.7 Redemption Amount	¥100 for each ¥100 of each Bond
2.8 Date of Maturity	December 20, 2016
2.9 Subscription Date	January 20, 2010
2.10 Payment Date	January 27, 2010
2.11 Method of Offering for Subscription	Public offering
2.12 Collateral	These Bonds carry no collateral or guarantee, and no particular assets have been reserved for these Bonds.
2.13 Special Financial Covenants	These Bonds carry a "negative pledge clause".
2.14 Redemption Method	a. Bullet maturity b. Retirement by purchase
2.15 Interest Payment Date	Annually on June 20 and December 20
2.16 Lead Securities Company	Daiwa Securities Capital Markets Co. Ltd.
2.17 Depository	Japan Securities Depository Center, Inc.
2.18 Fiscal, Issuing and Paying Agent	Sumitomo Mitsui Banking Corporation
2.19 Ratings	AA- (Double A Minus) from Rating and Investment Information, Inc.

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