

(Translation)

Notice of the Giving of Public Notice of Foreign Ownership Ratio

April 21, 2010

Fuji Media Holdings, Inc.

Notice is hereby given that Fuji Media Holdings, Inc. (the "Company") gave public notice of the ratio of the number of voting rights owned by foreigners (which mean (i) any person of non-Japanese nationality, (ii) any foreign government or representative thereof, (iii) any foreign corporation or association or (iv) any corporation or association with the ratio of voting rights directly owned by such person or persons set forth in items (i) through (iii) above equal to or exceeding the ratio stipulated in the Ordinance of the Ministry of Internal Affairs and Communications) to the total number of voting rights (hereinafter referred to as the "foreign ownership ratio") of the Company as of March 31, 2010, as described below (pursuant to Article 52-32, paragraph 2 of the Broadcast Law of Japan and Article 17-28-20 of the Regulations to Enforce the Broadcast Law, if the foreign ownership ratio reaches 15% or more, the Company is obligated to give public notice thereof every six months).

Description

1. Date of placement of public notice: April 21, 2010
2. Newspaper to place public notice: The Sankei Shimbun, morning edition
3. Foreign ownership ratio as of March 31, 2010: 19.99%

Number of shares with voting rights owned by foreigners [A]	460,619 shares
Total number of issued shares (Number of shares with voting rights [B])	2,364,298 shares (2,303,096 shares)
Foreign ownership ratio [A/B x 100]	19.99%

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For reference

(1) Refusal to the registration of stock ownership transfers:

Fuji Media Holdings, Inc. is a certified broadcast holding company that, under the Broadcast Law, will lose its certification if with regard to the voting rights owned by foreigners as stipulated in the Broadcast Law, the aggregate of the ratio of voting rights directly owned by a person or persons set forth in items (i) through (iii) above, and the ratio of voting rights owned by such person or persons, indirectly through any person or persons set forth in item (iv) above as stipulated in the Ordinance of the Ministry of Internal Affairs and Communications reaches 20% or more of the total voting rights. For this reason, when the foreign ownership ratio reaches this limit, a certified broadcast holding company may refuse any request from foreigners for the registration of stock ownership transfers or otherwise to have their shares registered or recorded in the register of shareholders, or place restrictions on the exercise of voting rights by foreigners (Article 52-32, paragraphs 1 and 2 of the Broadcast Law).

(2) Payment of dividends to foreigners whose registration of stock ownership transfers is refused:

As publicized on December 25, 2008, as from January 5, 2009, the Company allows such shareholders as of each record date as to be notified in a notice of information on shareholders provided by Japan Securities Depository Center, Inc. to exercise all rights other than voting rights that may be exercised by shareholders as of each such record date. Dividends for the record date of March 31, 2009 or thereafter have also been paid to foreigners whose registration of stock ownership transfers has been refused as the foreign ownership ratio has reached 20% or more.

Of the number of shares owned by foreigners as of March 31, 2010, the number of shares in respect of which the registration of stock ownership transfers had been refused was 119,271 shares, representing the ratio of 5.04% to the total number of issued shares.

(Stock Management, General Affairs Department)