

(Translation)

January 19, 2012

To whom it may concern:

Company Name: The Sankei Building Co., Ltd.  
Representative: Hideyuki Hibi, President and  
Representative Director  
(Stock Code: 8809)  
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### **Announcement Concerning Amendment to Dividend Forecast for Term Ending in March 2012**

The Sankei Building Co., Ltd. (the “Company”) hereby announces that the Company resolved, at a meeting of the board of directors, to amend the annual dividend forecast for the current fiscal year as follows.

#### 1. Reason for the Amendment to the Dividend Forecast

The Company resolved, at a meeting of the board of directors held on this day, to express an opinion supporting the Tender Offer. Please note that the Tender Offer will be implemented by the Tender Offeror with an aim to acquire the shares and the stock acquisition rights of the Company and to make the Company a wholly-owned subsidiary whose shareholders are only the Tender Offeror and Fuji Media Holdings on condition that the number of common shares of the Company tendered in the Tender Offer reaches the Threshold, and that the resolution by the board of directors of the Company was adopted on the assumption that the common shares of the Company might be delisted as a result of the Tender Offer implemented by the Tender Offeror and through the prescribed procedures thereafter. (For details, please refer to the press release titled “Announcement Concerning Opinion on Tender Offer from Fuji Media Service, Inc. for Shares, etc. of the Company” released by the Company on this day.)

The Company has been placing importance on enhancement of the value of its share on an ongoing basis and has complied with the basic policy of making efforts to return its profits to the shareholders. However, due to the above-mentioned circumstances, the Company resolved not to make a

distribution of any surplus to the shareholders who are registered or recorded in the shareholder register as of March 31, 2012, on condition that the Tender Offer be completed and the number of tendered securities in the Tender Offer reaches the Threshold.

Note (1): The Company has been informed that the “Threshold” shall be 29,576,201 shares, which are equivalent to two thirds (2/3) of the number of shares to be acquired through the Tender Offer (i.e., 44,364,301 shares) (as defined in Note (2) below; fractional number is rounded out). The number of the voting rights (i.e., 499,702) represented by the total (i.e., 49,970,201) of (a) the Threshold and (b) the common shares of the Company held by Fuji Media Holdings (i.e., 20,394,000) accounts for 77.16% of the voting rights of all shareholders. (In this calculation, the Tender Offeror uses as the denominator the number of the voting rights (i.e., 647,583) that was calculated by adding (A) the number of voting rights (i.e., 643,973) represented by the number of shares (i.e., 64,397,301) calculated by deducting the number of the treasury shares as of September 30, 2011 set forth in the 85th Term - Second Quarter Report filed by the Company on November 11, 2011 (i.e., 3,926,312) from the total number of issued shares of the Company as of September 30, 2011 set forth in the same report (i.e., 68,323,613) to (B) the number of voting rights (i.e., 3,610) represented by the maximum number of common shares of the Company (i.e., 361,000; the “Number of Shares covered by Exercisable Stock Acquisition Rights”) which are covered by the Stock Acquisition Rights as of May 31, 2011 set forth in the 84th Term - Annual Securities Report filed by the Company on June 30, 2011 (excluding the number of those stock acquisition rights issued based on the resolution adopted at the annual shareholders’ meeting of the Company held on June 27, 2002, the exercisable period for which had expired and which had become void; excluding the number of the Stock Acquisition Rights having become void before September 30, 2011 (i.e., 28).)

Note (2) The “number of shares to be acquired through the Tender Offer” shall be 44,364,301, which is calculated by adding (A) the total number of issued shares of the Company as of September 30, 2011 set forth in the 85th Term - Second Quarter Report filed by the Company on November 11, 2011 (i.e., 68,323,613) minus (a) the number of the treasury shares as of September 30, 2011 set forth in the same report (i.e., 3,926,312) and (b) the number of common shares of the Company held by Fuji Media Holdings as of the date hereof which will not be tendered in the Tender Offer (i.e., 20,394,000) to (B) the Number of Shares covered by Exercisable Stock Acquisition Rights (i.e., 361,000).

2. Contents of the Amendment

	Annual Dividend				
	At the end of First Quarter	At the end of Second Quarter	At the end of Third Quarter	At the end of Fiscal Year	Total
	(Yen)	(Yen)	(Yen)	(Yen)	(Yen)
Previous Forecast (Announced on November 4, 2011)	-	-	-	5.00	10.00
Amended Forecast	-	-	-	0.00	5.00
Amount Actually Paid during Current Fiscal Year	-	5.00	-		
Amount Actually Paid during Previous Fiscal Year (Fiscal Year ended in March 2011)	-	5.00	-	5.00	10.00

End