News Release Dated May 9, 2007

Company: AOKI Holdings Inc.
Representative: Hironori Aoki, President
Stock code: 8214, TSE/OSE First Section
Contact: Kenji Nakamura, Senior Managing Director
Tel: +81-45-941-4888

Announcement of Increase in Sales, Earnings and Dividend Forecasts

AOKI Holdings Inc. has revised its sales, earnings and dividend forecasts for the fiscal year that ended March 31, 2007. The previous forecast was announced on November 16, 2006.

1. Revisions to consolidated forecasts for the fiscal year ended Mach 31, 2007 (April 1, 2006 - March 31, 2007)

（*Millions of yen*）

	Sales	Ordinary income	Net income
Previous forecast (A) (Announced on November 16, 2006)	110,120	10,600	4,850
Revised forecast (B)	112,140	11,750	5,150
Change (B - A)	2,020	1,150	300
Percentage change (%)	1.8	10.8	6.2
Previous fiscal year (ended March 31, 2006)	106,686	11,110	5,431

2. Revisions to non-consolidated forecasts for the fiscal year ended Mach 31, 2007 (April 1, 2006 - March 31, 2007)

（*Millions of yen*）

	Sales	Ordinary income	Net income
Previous forecast (A) (Announced on November 16, 2006)	76,500	7,330	2,800
Revised forecast (B)	77,800	8,000	3,080
Change (B - A)	1,300	670	280
Percentage change (%)	1.7	9.1	10.0
Previous fiscal year (ended March 31, 2006)	71,666	6,871	1,787

3. Reasons for revisions

(1) The higher sales forecast reflects several factors. First is growth in the number of business suits sold. One reason was strong sales of two brands introduced in the fall of 2006: *JEAN RENO*, which targets older customers, and *MAJI*, which targets children of the baby-boom generation. The popularity of the *Mote Slim* brand, which targets younger customers, also contributed to higher sales of business suits. In addition, sales benefited from strong sales during the important college graduate recruiting season. Karaoke and bridal businesses at consolidated subsidiaries were another reason for the higher sales. Due to these factors, the company has increased forecasts for consolidated and non-consolidated sales.

(2) The higher ordinary income forecast is mainly a reflection of the increase in the sales forecast.

(3) The higher net income forecast reflects the combined effect of the ordinary income forecast revision and an asset impairment charge. In accordance with accounting standards for asset impairment, the company recognized a consolidated charge of 854 million yen (including a 14 million yen charge posted during the fiscal year's first half) as an extraordinary loss. This charge applies mainly to unprofitable stores and other stores that are to be closed during the fiscal year ending in March 2008.

4. Revisions to year-end dividend forecasts

Based on the outlook for consolidated operating results, the Company plans to pay a year-end dividend of 15 yen per share for the fiscal year ended March 31, 2007, 3 yen more than previous forecast (announced on November 16, 2006) of 12 yen.

(Yen)

	Dividend per share		
	Interim	Year-end	Annual
Previous forecast	12.00	12.00	24.00
Revised forecast	12.00	15.00	27.00
Previous fiscal year (ended March 31, 2006)	12.00	12.00	24.00

*Actual results may differ from the above forecasts for a number of factors.