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### Revisions to Forecasts for the Fiscal Year Ending March 31, 2009

Due to recent trends in operating results, AOKI Holdings Inc. has revised its forecasts for the fiscal year ending March 31, 2009 (April 1, 2008 - March 31, 2009) as follows. The previous forecasts were announced on May 15, 2008.

#### Difference between actual results and forecasts for the first half of fiscal year ending March 31, 2009 (April 1, 2008 – September 30, 2008)

	Sales (Million yen)	Operating profit (Million yen)	Ordinary income (Million yen)	Net income (Million yen)	Net income per share (Yen)
Previous forecast (A)	59,250	1,630	2,000	740	15.93
First-half results (B)	58,803	1,145	1,616	121	2.63
Change (B - A)	(446)	(484)	(383)	(618)	-
Percentage change (%)	(0.8)	(29.7)	(19.2)	(83.6)	-
Previous first half (ended September 30, 2007)	57,063	3,237	3,547	1,470	32.71

#### Revisions to forecasts for the fiscal year ending March 31, 2008 (April 1, 2008 – March 31, 2009)

	Sales (Million yen)	Operating profit (Million yen)	Ordinary income (Million yen)	Net income (Million yen)	Net income per share (Yen)
Previous forecast (A)	136,850	12,600	13,300	6,100	131.28
Revised forecast (B)	132,300	8,300	9,000	3,000	64.52
Change (B - A)	(4,550)	(4,300)	(4,300)	(3,100)	-
Percentage change (%)	(3.3)	(34.1)	(32.3)	(50.8)	-
Previous fiscal year (ended March 31, 2008)	130,653	12,561	13,031	5,595	124.66

#### Reasons for revisions

##### 1. First half

- (1) Existing-store sales (AOKI+ORIHICA) were 98.1% of the year-ago level in the first half of the current fiscal year. Summer wear sales declined in the fashion business as both customer numbers and average sales per customer weakened due to deteriorating consumer sentiment caused by the global spread of the US financial crisis, rising gasoline and food prices, and poor weather including low temperatures and thunderstorm weekends from late August.
- (2) The gross profit margin fell 0.4pt short of AOKI's target, impacting operating profit and ordinary income, as SG&A expenses were in line with budget, but sales declined.
- (3) Net income was impacted by a decline in ordinary income, and due to an increase in tax expenses from the drawdown of a portion of deferred tax assets at subsidiaries.

## 2. Full year

AOKI Holdings revises its forecasts for the full fiscal year, as shown in the table above, based on cautious assumptions for sales (existing-store sales in the fashion business (AOKI+ORIHICA): 93.5% in the second half and 95.4% for the full fiscal year), gross profit margins, and SG&A expenses, given the likely impact from the third quarter onward to operations in the fashion and entertainment businesses which are sensitive to economic trends, and in light of first-half results, recent economic deterioration, October results, and near-term business conditions.

Note: Forecasts regarding future performance are based on judgments made in accordance with information available to management at the time this report was prepared. Forecasts therefore embody risks and uncertainties. Investors should refrain from making investment decisions based solely on these forecasts, as actual results may differ substantially from these forecasts for a number of reasons.