

**About the continuation of freezing the Mid-Term Management Rolling Plan
and the execution of urgent counter measures**

For the Mid-term Management Rolling Plan, we evaluated and reviewed the plan every year and made a new rolling plan for the next three years.

However, for the previous year, as made public in “About the temporary freezing of the Mid-Term Management Rolling Plan and the execution of urgent counter measures”, we temporarily froze the Mid-Term Management Rolling Plan and executed an urgent counter measure in order to tune a condition and foundation necessary for recovering the achievement of our company that deteriorated rapidly. A severe economic climate still continues this year, our achievement has not returned to the state in 2008 when Mid-Term Management Rolling Plan was announced. And now we report to everybody that we decided to continue freezing the Mid-Term Management Rolling Plan and execute urgent counter measures similar to last year.

1. Situation in which our group is surrounded and background of continuation of urgent counter measures.

The unprecedented world simultaneous recession that started from finance crisis in the United States in autumn two years ago escaped from the worst period. Business has begun to recover, and worry concerning the second bottom has decreased thanks to the economic measures and demand in developing countries. However, by the influence of such as true deflation it is expected that it will take three years or more by the time business recovers in full scale. And considering the acceleration of the decrease in population of advanced nations and the growth of developing countries, we think that the world economy will be made two poles in the future and the needs of the main buyers will shift from high-end products to general purpose products. That is to say, consumer needs will shift to the low-value-added commodity. We should recognize that even if the economy recovers, the market scale is assumed to be a transition by about 6-70 percent ahead of the world simultaneous recession.

In such a situation, industry in the area that was the target of our Disk Business (in-car equipment, PC drives, consumer equipment) escaped from the worst period and the material procurements such as electronic parts are recovering because of the cancellation of production adjustment and inventory adjustment. Our achievement exceeded the expectation at the beginning of the period and the size of the expected deficit has been greatly reduced.

However, considering the economic ambience which is mentioned above, as made public by the brief announcement of the most recent financial statement following the end of the fiscal year at the period on March, 2010, we expect a severe business environment to be going to continue in the future. And we expect that the achievement of our group for the 31st term (ending in March, 2011) will recover further and convert to the surplus. We decided the following to be done to achieve the target.

2. Urgent counter measures

Basic Policy : We aim at making the deficit convert to the surplus at the 31st term.

(1) Cost reform of Disc Business

We will reduce the break-even point of the entire Disc Business including Test Media, Creative Media and Testing. And we will make a larger cost reform, examining the strategy that leads to the business reform and practicing it.

And for Test Media, we will promote the sales of Test BD(Blu-ray Disc) and commercialize new items and promote sales of them.

(2) Approach for diversification of business

We aim at the business expansions other than the area of an existing Disk Business. And we will work on the diversification of management by centering on the expansion of the business scale of the ALCERA Co.,LTD.

⇒ We aim to adjust a diversified rate of our group of the 34th term to 30% and that of Almedio to 15%.

(3) Director reward reduction

As we made it public on April 30, 2009, we have reduced director's reward for 12 months from April, 2009 to March, 2010. And we severely accepted the business result for the fiscal year ending March, 2010. Considering the uncertainty in the outlook of market environment and continuation of freezing Mid-Term Management Rolling Plan and urgent counter measures, we decided to continue reducing director's reward.

➤ Details of director reward reduction

The Chairman of the Board and the President: 15% reduction of monthly reward
Other Directors : 10% reduction of monthly reward

➤ Period of reward reduction

From April, 2010 to March, 2011(12months)