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Information Services International-Dentsu, Ltd.  
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Tatsuyoshi Takashima, President and CEO  
(Stock Code 4324, TSE First Section)

**Notice of Revision to Forecasts (Consolidated and Non-Consolidated)  
for the Fiscal Year Ending March 2011**

Information Services International-Dentsu, Ltd. (ISID) has revised its forecasts for the first half and full year period of the fiscal year ending March 2011 (April 1, 2010–March 31, 2011) from those announced on May 12, 2010. Details of the revision are as follows.

**1. Revisions to Results Forecast for the First Half of the Fiscal Year Ending March 2011 (April 1, 2010–September 30, 2010)**

1) Consolidated Results Forecast

	Net Sales	Operating Income (Loss)	Ordinary Income (Loss)	Net Income (Loss)	Net Income (Loss) per Share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous Forecast (A)	28,452	(960)	(976)	(1,279)	(39.25)
Revised Forecast (B)	28,452	(874)	(890)	(2,156)	(66.17)
Variance (B – A)	—	86	86	(877)	
Percentage Change (%)	—	—	—	—	
(Ref.) FY2009 1H Results	28,710	(1,712)	(1,552)	(1,303)	(40.01)

2) Non-Consolidated Results Forecast

	Net Sales	Operating Income (Loss)	Ordinary Income (Loss)	Net Income (Loss)	Net Income (Loss) per Share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous Forecast (A)	25,290	(930)	(841)	(1,132)	(34.74)
Revised Forecast (B)	25,290	(874)	(785)	(1,838)	(56.41)
Variance (B – A)	—	56	56	(706)	
Percentage Change (%)	—	—	—	—	
(Ref.) FY2009 1H Results	22,373	(1,362)	(1,001)	(754)	(23.17)

## 2. Revisions to Results Forecast for the Full Year of the Fiscal Year Ending March 2011 (April 1, 2010–March 31, 2011)

### 1) Consolidated Results Forecast

	Net Sales	Operating Income (Loss)	Ordinary Income (Loss)	Net Income (Loss)	Net Income (Loss) per Share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous Forecast (A)	62,913	944	935	(561)	(17.22)
Revised Forecast (B)	62,913	1,284	1,275	(913)	(28.02)
Variance (B – A)	—	340	340	(352)	
Percentage Change (%)	—	36.0%	36.4%	—	
(Ref.) FY2009 Full-Year Results	61,155	(295)	(238)	(137)	(4.23)

### 2) Non-Consolidated Results Forecast

	Net Sales	Operating Income (Loss)	Ordinary Income	Net Income (Loss)	Net Income (Loss) per Share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous Forecast (A)	55,466	549	742	(649)	(19.92)
Revised Forecast (B)	55,466	793	986	(892)	(27.38)
Variance (B – A)	—	244	244	(243)	
Percentage Change (%)	—	44.4%	32.9%	—	
(Ref.) FY2009 Full-Year Results	52,992	(23)	343	100	3.09

## 3. Reasons for the Revision

ISID has revised its earnings forecasts for the first-half and full-year period of the fiscal year ending March 2011, mainly in consideration of the impact from a program of personnel reductions and other rationalization measures implemented in the first quarter of fiscal 2010, along with the application of accounting standards for asset retirement obligations.

For operating income, although we expect the application of accounting standards for asset retirement obligations to increase selling, general and administrative (SG&A) expenses, the forecast has been revised upward from the previous forecasts to incorporate the projected reduction in personnel expenses. The forecast for ordinary income has been similarly revised.

Net income, however has been revised downward from previous forecasts. This is due mainly to extraordinary losses recorded in the first quarter of fiscal 2010 for one-time expenses such as the lump-sum early retirement payments generated from the rationalization program, as well as for the amount of impact from application of accounting standards for asset retirement obligations.

#### Forward-Looking Statements

The forecast figures for sales and earnings presented in this document were determined in accordance with industry trends, client situations, and other judgments and assumptions made with information available at the time of preparation. Accordingly, actual sales and earnings may differ from forecasts as a result of uncertainties inherent in the forecasts, as well as internal and external fluctuations in business operations.