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Press Release

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Earnings Forecast Revision

We announce a revision of our earnings forecast for the first half of 2010 filed on February 12, 2010 as follows, taking into account recent developments in our earnings.

Revision of consolidated earnings forecast figures for second quarter 2010 year-to-date (January 1-June 30, 2010)

	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income/ per share
	Million yen	Million yen	Million yen	Million yen	yen
Previous forecast (A)	1,200,000	7,000	7,000	25,000	44.29
Revised forecast (B)	1,173,019	13,631	14,787	28,587	50.64
Difference (B-A)	(26,981)	6,631	7,787	3,587	
Increase/(decrease) (%)	(2.2)	94.7	111.2	14.3	
(Ref.) Previous period 2Q YTD results (2009 2Q)	964,645	(10,861)	(10,681)	(6,423)	—

Reason for the revision

Second quarter 2010 year-to-date consolidated operating income is projected to be 13.6 billion yen, an increase of 6.6 billion yen from the previously announced forecast.

The main factor in the upward revision is the recognition of 9.3 billion yen of inventory-related profits under our LIFO accounting method, assumed to be zero in the previous forecast.

There is no change in the interim and full-year dividends forecast of 19 yen and 38 yen per share respectively, announced in February, 2010.

Our full-year 2010 earnings forecast will be reconsidered in conjunction with publication of our second quarter year-to-date financial results (scheduled for August 13, 2010).

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[The official language for TonenGeneral's filings with the Tokyo Stock Exchange and Japanese authorities, and for communications with our shareholders, is Japanese. We have posted English versions of some of this information on this web site. While these English versions have been prepared in good faith, TonenGeneral does not accept responsibility for the accuracy of the translations, and reference should be made to the original Japanese language materials.]