

August 31, 2007

Company name: Fullcast Co., Ltd.
Chairman and Takehito Hirano
Chief Executive Officer:
(Stock code: 4848; Stock Exchange listing: First Section of the Tokyo Stock Exchange)
(ADR information: Symbol: FULCY, CUSIP: 35968P100)
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For Immediate Release:

Notice Concerning Today's Press Reports

Fullcast Co., Ltd. announces that it has entered into discussions with Miyagi Prefectural Government yesterday with regard to the termination of the naming rights agreement for the Miyagi Prefectural Stadium and the withdrawal of its nickname, as detailed below.

1. Background

Taking seriously the administrative penalty recently received from the Tokyo Labour Bureau, Fullcast discussed the action that it should take with respect to its naming rights for the Miyagi Prefectural Stadium. It reached the conclusion that having its name on a landmark facility of Miyagi Prefecture was causing considerable concern to prefectural residents and others, and entered into talks with the Miyagi Prefectural Government with a view towards renouncing its naming rights and discontinuing the sponsored name of the stadium. Fullcast will be filing a formal proposal for the renunciation next week.

2. Future Outlook

The effective period of the naming rights and the cost issues will be settled through consultation with the Miyagi Prefectural Government.

Fullcast plans to report consolidated full-term business forecasts for the term ending September 2007, as soon as the calculations are complete.

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