

July 1, 2010

For Immediate Release:

Fullcast Holdings Co., Ltd.
Representative: Hiroyuki Tokiwa
President and Representative Director
(Stock code: 4848; Stock Exchange listing:
First Section of the Tokyo Stock Exchange)
(ADR information: Symbol: FULCY, CUSIP: 35968P100)
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Notice of Allocation of New Shares to Our Subsidiary to a Third Party

Fullcast Holdings Co., Ltd. Announces that it passed a resolution during its board of directors held on July 1, 2010 allowing Fullcast Marketing Co., Ltd. (hereinafter FCM), a subsidiary of the Company, to increase its capital base through the allocation of new shares as follows:

1. Background and reason for allocation of new shares to a third party

SBI Innovation Fund I, the allottee, is an investment partnership operated by SBI Investment Co., Ltd., a subsidiary of SBI Holdings, Inc. with a track record in the field of venture support as managing partner of the Fund. The agreement for the allocation of FCM shares, following the partial transfer of shares announced on June 21, 2010, was reached because this capital procurement will enable FCM to realize further opportunities to establish relationships with the many companies allied to the Fund and to improve its financial position for future business development, accelerating the restructuring and reconfiguration of FCM's business.

2. Outline of the subsidiary

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| (1) Corporate name | Fullcast Marketing Co., Ltd. |
| (2) Home office address | 2-1-1, Yoyogi, Shibuya-ku, Tokyo |
| (3) Representative | President and Representative Director Takehito Hirano |
| (4) Business | Sales outsourcing business, call center operation |
| (5) Capital | 80 Million Yen |
| (6) Major shareholders and their Shareholding ratios | Fullcast Holdings Co., Ltd.: 77.50%
Hikari Tsushin, Inc.: 15.00%
SBI Innovation Fund I: 7.50% |

3. Outline of the allottee

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| (1) Corporate name | SBI Innovation Fund I |
| (2) Home office address | 1-6-1 Roppongi, Minato-ku, Tokyo |
| (3) Grounds for foundation | Association based on Civil Law Code 667 |
| (4) Total contribution | 3,000 Million Yen |
| (5) Outline of managing partner of the Fund | Corporate name: SBI Investment Co., Ltd.
Home office address: 1-6-1 Roppongi, Minato-ku, Tokyo
Representative: Representative director Yoshitaka Kitao
Business: Operation and management of venture capital funds
Capital: 50 Million Yen |
| (6) Relationship between listed company and company concerned | The Company, its affiliated companies, and other related parties have not made any direct/indirect investment in the Fund. The Company, its affiliated companies, and other related parties have not had any particular relationship with the investors (including the original equity partner) of the Fund in terms of capital, human resources, or transactions. |

- (7) Relationship between listed company and managing partner of the Fund The Company has not had any particular relationship with the managing partner of the Fund in terms of capital, human resources, or transactions. The Company, its affiliated companies, and other related parties have not had any particular relationship with the managing partner of the Fund and its affiliated companies, and other related parties in terms of capital, human resources, or transactions.

4. Outline of the allocation of new shares to a third party

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| (1) Number of shares issued | 1,600 | shares |
| (2) Number of new shares issued | 680 | shares |
| (3) Number of total shares issued | 2,280 | shares |
| (4) Issued price | 625,000 Yen per share | |
| (5) Amount of issued price | 425 Million Yen | |
| (6) Due date of payment | July 20, 2010 | |
| (7) Shareholding ratios before allocation | Fullcast Holdings Co., Ltd. | 77.50% |
| | Hikari Tsushin, Inc. | 15.00% |
| | SBI Innovation Fund I | 7.50% |
| (8) Shareholding ratios after allocation | Fullcast Holdings Co., Ltd. | 54.39% |
| | SBI Innovation Fund I | 35.09% |
| | Hikari Tsushin, Inc. | 10.53% |
| (9) Others | SBI Investment Co., Ltd., which is the managing partner of the allottee in connection with this allocation of shares to raise capital, has submitted prior notification of share acquisition to the Fair Trade Commission in accordance with Article 10 of the Act on Prohibition of Private Monopolization and Maintenance of Fair Trade. The payment date has been fixed as the day on which the waiting period provided for in Paragraph 8 of Article 10 of the Act (thirty days from receipt of notification) expires. | |

5. Schedule

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| (1) July 1, 2010: | Board of directors (FCM) |
| (2) July 15, 2010: | Extraordinary general meeting of shareholders (FCM) |
| (3) July 20, 2010: | Due date of payment and allocation date |

6. Outlook for the future

The Company believes that the allocation will contribute to the restructuring and reconfiguration of its sales support business. Because it is difficult to assess the impact upon the consolidated accounts as the equity was transferred on July 1, 2010, and to reasonably calculate the influence on the restructuring and reconfiguration of the sales support business, at present the Company has decided not to revise the consolidated financial results forecast for the fiscal year ending September 30, 2010 which were disclosed on May 7, 2010.

Should the Company deem it necessary to revise its consolidated earnings forecasts for the fiscal year September 2010, it will disclose the revision as soon as possible.

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