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For immediate release

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Extraordinary Losses and Revision of Consolidated Earnings Forecasts for the Fiscal Year Ended March 31, 2012

Based on the latest earnings trends and the recording of extraordinary losses (impairment losses on fixed assets), Dai Nippon Printing Co., Ltd. (DNP) announced today the following revisions of its consolidated earnings forecasts for the fiscal year ended March 31, 2012, originally published on February 10, 2012.

1. Revisions of earnings forecasts

Revisions of consolidated earnings forecasts for the fiscal year ended March 31, 2012 (April 1, 2011–March 31, 2012)

	Net sales	Operating income	Ordinary income	Net income (loss)	Net income (loss) per share
	Million yen	Million yen	Million yen	Million yen	Yen
Previous forecast (A)	1,540,000	38,000	38,000	8,000	12.42
Revised forecast (B)	1,507,200	34,000	36,800	(16,400)	(25.46)
Change (B–A)	(32,800)	(4,000)	(1,200)	(24,400)	–
Change (%)	(2.1)	(10.5)	(3.2)	–	–
Previous year result (fiscal year ended March 31, 2011)	1,589,373	67,818	62,786	25,032	38.86

2. Reasons for the revisions

The business environment affecting DNP has gradually recovered from the impact of the Tohoku – Pacific Ocean Earthquake, but conditions have remained difficult as a result of a downturn in overseas economies, rise in crude oil prices, sluggish consumer spending, and decline in order prices from stiffer competition.

In particular, display product-related subsegments have been seriously affected by changes in business policies at main customers, including substantial production cutbacks in response to weak global LCD TV sales and surplus inventories, and earnings have deteriorated sharply.

To respond quickly to these changes in the order environment, we have pursued business structure reforms for LCD color filters and other display-related products, including the consolidation of production sites and shift to products with growth potential. We revalued these production and other facilities based on future cash flow and plan to record impairment losses of around ¥24.7 billion.

3. Others

Our dividend forecast for the fiscal year ended March 31, 2012 is unchanged.

Note: The foregoing earnings forecasts were prepared based on information available as of the announcement date of this press release and include projections based on future assumptions, outlook, and plans. Actual results may differ from these forecasts due to a variety of factors.