



October 8, 2010

To all stakeholders

Company name: Startia, Inc.  
 Representative officer: Hideyuki Hongo  
 President, Representative Director and Chief Executive Officer  
 (Security code: 3393)  
 Enquiry: Masaaki Gokyu  
 Executive Officer and General Manager of Corporate Planning Department  
 and Finance and Accounting Department  
 TEL: 03-5339-2162

### Notice of Revisions to Forecast

Startia, Inc. has made the following revisions to the forecast announced on May 14, 2010 due recent trends in results of operations.

#### Forecast revisions

Revisions to consolidated forecast for first half of fiscal year ending in March 2011  
 (April 1, 2010 to September 30, 2010)

(Million yen)

|  | Net sales | Operating income | Ordinary income | Net income | Net income per share (yen) |
|--|-----------|------------------|-----------------|------------|----------------------------|
| Previous forecast (A)  | 1,767     | (37)             | (37)            | (40)       | 1,808.81                   |
| Revised forecast (B)   | 1,924     | 60               | 60              | 30         | 1,329.10                   |
| Difference (B-A)   | 157       | 97               | 97              | 70         |                            |
| Pct. change (%)  | 8.9       | -                | -               | -          |                            |
| (Ref.) Previous fiscal year<br>(April 1, 2009 to September 30, 2009) | 1,520     | (34)             | (32)            | (40)       | (1,908.43)                 |

#### Reasons for revisions

We expanded applications of our electronic book software Digit@Link ActiBook from iPhone to encompass Apple's new iPad tablet and other devices, thus offering applications for multi-device authoring tools. Furthermore, a significant expansion of its functions, including support of rich content, was very well received by customers. As a result of the above and other factors, sales of our electronic book in the first half of the fiscal year ending March 31, 2011 are expected to increase 110% compared to the same period in the previous fiscal year.

Similarly, sales of multi-function printers were strong and are expected to double from the same period a year earlier. Sales were lifted by referrals from other divisions as we stepped up company wide training programs. Furthermore, an expanding customer base for maintenance services is likely to push up Counter Service revenue by 40% from the same period a year earlier.

We now expect to move into the black in the first half of the fiscal year ending March 31, 2011 although we had forecast an operating loss of 37 million yen to factor in expenses to relocate the head office to a location with more space and the expected booking of costs related to the development of our electronic book.

We are currently evaluating the outlook for the second half of the fiscal year. The forecast consolidated financial results for the fiscal year ending March 31, 2011 will be released as required and as soon as the relevant data is available.

#### Notes

- (1) Forward-looking statements in these materials are based on information available to management at the time this report was prepared. Actual results may differ significantly from these statements for a number of reasons.
- (2) The Board of Directors in a special meeting held on August 12, 2010 approved resolutions regarding a stock split, adoption of the unit stock system and a partial revision of the company's articles of incorporation. A 200-for-one stock split was implemented on October 1, 2010. The earnings per share forecast for the first half of the fiscal year ending March 31, 2011 is not adjusted for the aforementioned stock split.  
EPS forecast for the first half of the fiscal year adjusted for the aforementioned stock split is as follows:  
First half of the fiscal year ending March 2011: 6.65 yen
- (3) Startia plans to announce its results of operations for the first half of the fiscal year ending March 2011 on November 5, 2010 (Friday)