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To all stakeholders

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Announcement of Earnings Forecast Revision and Revision to Dividend Forecast Due to 15th Anniversary Commemorative Dividend

The board of directors of Startia, Inc. approved a resolution on January 28, 2011 to revise the forecast for results of operations that was announced on May 14, 2010 and revise the dividend forecast for the fiscal year ending in March 2011 as follows.

Revisions to forecast for results of operations

Revisions to consolidated forecast for the fiscal year ending in March 2011
(April 1, 2010 to March 31, 2011)

	Net sales	Operating income	Ordinary income	Net income	(Million yen) Net income per share (yen)
Previous forecast (A)	3,850	200	200	115	26.00
Revised forecast (B)	3,973	260	271	115	25.47
Difference (B-A)	123	60	71	0	
Pct. change (%)	3.2	30.0	35.5	0.0	
(Ref.) Previous fiscal year (April 1, 2009 to March 31, 2010)	3,353	160	164	115	5,375.80

Reasons for revisions

Increasing the satisfaction of customers is the highest priority of the Startia Group. This is why group companies offer new products and services as well as make substantial investments to develop technologies that can become standards in targeted markets over the medium and long terms. Furthermore, as in the previous fiscal year, group companies continue to work on deepening ties with current customers by enlarging the lineup of products and services. One example is solutions that can be offered with single invoice. In addition, the Startia Group positions the current fiscal year as a period to achieve the greatest increase since the group's inception in services that generate a steady revenue stream. Overall, group companies have been taking numerous actions since the beginning of the fiscal year aimed at building an even more powerful profit structure from a long-term perspective.

The forecast for the current fiscal year has been revised due to strong sales of the ActiBook e-book

production software by consolidated subsidiary Startia Lab, Inc. Startia has determined that fiscal year sales and earnings will be higher than in the May 14, 2010 forecast as a result.

- 1) The above forecast is based on judgments that use information that was available when this revision was announced. Actual results of operations may differ from this forecast.
- 2) Startia conducted a stock split on October 1, 2010 at the ratio of 200 shares of common stock for every share held. When calculated as if this split had taken place at the beginning of the previous fiscal year, earnings per share in that fiscal year are ¥26.88.
- 3) Startia plans to release its earnings report (kessan tanshin) for the first three quarters of the current fiscal year on February 4, 2011 (Friday).

Revision to dividend

	Dividend per share (yen)				
	End of 1Q	End of 2Q	End of 3Q	End of FY	Full year
Previous forecast (Announced August 12, 2010)	-	0.00	-	2.69	2.69
Revised forecast	-	0.00	-	5.00	5.00
Dividend payments	-	0.00	-		
Dividends for previous FY	-	0.00	-	350.00	350.00

Reason for revision

Startia will reach the 15th anniversary of its establishment in February 2011. The company is grateful to shareholders and all others whose support and guidance made this accomplishment possible. As an expression of appreciation for this support, Startia plans to pay a commemorative dividend that will increase the year-end dividend per share paid to shareholders of record on March 31, 2011 to ¥5.00.

Startia announced a revision in its dividend policy on February 12, 2010. Under the new policy, Startia pays an annual dividend of ¥1.75 per share plus the portion of 10% of earnings per share, if any, that exceeds ¥1.75 in each fiscal year. The new policy is thus to make total dividend payments that are equivalent to 10% of net income.

Consequently, Startia plans to pay an additional dividend linked to earnings in the current fiscal year because, as is shown in the revised earnings forecast, the company expects 10% of earnings per share to be more than ¥1.75. As Startia also plans to pay a commemorative dividend, the company forecasts a total dividend of ¥5.00 per share.

If 10% of earnings per share exceed ¥5.00, the company will once again revise its dividend forecast, including the commemorative dividend.

Startia asks for the continued support of shareholders.

- 1) Startia conducted a stock split on October 1, 2010 at the ratio of 200 shares of common stock for every share held. When calculated as if this split had taken place at the beginning of the previous fiscal year, the dividend per share for that fiscal year is ¥1.75.