

November 1, 2012

Itoham Foods Inc.

President: Mamoru Horio

Securities Code: 2284

Inquiries: Takashi Ishii, Director and Managing Executive Officer, General Manager of the Corporate Administration Division

Tel: +81-798-66-1231

Notice Regarding Revision of Earnings Forecasts

In light of its recent business performance, Itoham Foods Inc. has revised its first half and full year earnings forecasts for fiscal 2013 (April 1, 2012 to March 31, 2013) previously announced on May 11, 2012.

Details are as follows.

Revision of Consolidated Earnings Forecasts

Revision of Consolidated First Half Earnings Forecasts for Fiscal 2013
(April 1 to September 30, 2012)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous forecast (A)	222,000	1,100	1,400	300	1.30
Revised forecast (B)	212,900	1,970	1,610	510	2.21
Change: B-A	-9,100	870	210	210	
Percentage change	-4.1	79.1	15.0	70.0	
Reference: First half results in previous year (first half of fiscal 2012)	221,726	503	1,244	244	1.02

Revision of Consolidated Full Year Earnings Forecasts for Fiscal 2013
(April 1, 2012 to March 31, 2013)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous forecast (A)	454,000	5,500	6,400	3,800	16.47
Revised forecast (B)	440,000	6,600	6,500	4,000	17.43
Change: B-A	-14,000	1,100	100	200	
Percentage change	-3.1	20.0	1.6	5.3	
Reference: Results in previous year (fiscal 2012)	447,399	2,880	4,401	2,060	8.57

Reasons for revision

(First Half)

Looking at business performance in the first half of fiscal 2013, net sales are projected to fall short of the initial forecast, with sales of both the Ham and Sausage Division, and the Fresh Meat Division, expected to be lower than initial forecasts. This mainly reflects intensified competition among companies as consumer preferences for low-priced products take hold, along with slumping fresh meat prices. On the earnings front, operating income is projected to improve dramatically, far above the initial forecast, despite a tough selling environment marked by a drop in net sales. This is mainly the result of measures to raise operating efficiency and cut costs as part of ongoing business restructuring implemented from the previous fiscal year. Moreover, although equity in earnings of affiliates fell further than anticipated, the Company expects both ordinary income and net income to increase in line with the improved operating income.

(Full Year)

Looking at full year consolidated earnings forecasts for fiscal 2013, the Company expects the business environment to remain challenging in the second half of fiscal 2013. In light of first half business performance, the Company has reduced its initial full year net sales forecast, but has raised its full year forecasts for operating income, ordinary income and net income.

Note: The above forecasts are based on judgments made in light of the information available and certain assumptions deemed to be rational at the time of announcement. Actual results could differ materially from forecasts due to a number of factors.