

(This notice has been translated from the original notice in Japanese. In the event of any discrepancy, the original in Japanese shall prevail.)

October 22, 2014

Name of Company: Sanshin Electronics, Co., Ltd.

Representative: Toshiro Suzuki (President and COO)

(Code No. 8150 Listed in the First Section of the Tokyo Stock Exchange)

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For Immediate Release:

### Notice of Revision of Business Forecast

Considering the recent business trend, we have revised the business forecast for the first half of the fiscal year ending March 2015 (April 1, 2014 to March 31, 2015) released at the time of the announcement of financial statements on May 14, 2014, as follows:

#### Regarding the Revision of the Business Forecast

Revision of the values in the consolidated business forecast for the first half of the fiscal year ending March 2015

(April 1, 2014 to September 30, 2014)

(Million yen)

	Sales	Operating profit	Ordinary profit	Net profit	Net profit per Share (yen)
Previous Forecast (A)	91,000	850	800	500	17.74
Current Forecast (B)	100,000	1,300	1,200	750	26.62
Increase/Decrease (B-A)	9,000	450	400	250	
Rate of Increase/Decrease (%)	9.9	52.9	50.0	50.0	
(Reference) Results for First Half of Previous Term (First Half of Term Ended March 31, 2014)	96,369	1,182	1,218	775	27.26

Reason for Revision:

In the consolidated business results for the first half of the fiscal year, net sales are expected to exceed the original forecast announced on May 14, 2014 due to increased sales for social infrastructure, despite decreased sales for home video game consoles. Furthermore, we expect operating profit, the ordinary profit, and the net profit to exceed the forecasted values due to sales exceeding the original forecast, as well as to the reduction of selling, general and administrative expenses. To reflect the situation, the company revises the consolidated business forecast for the Second Quarter as stated

above.

Please note that, after reconsidering market trends and customer trends, the company will announce the business forecast for the full fiscal year at the Announcement of Second Quarter Financial Results which is scheduled for November 6, 2014.

Note: The above business forecast is based on currently available information, and so includes potential risks and uncertain factors. There is a possibility that actual business performance will differ from the forecast considerably due to various factors.