

Dear Sirs:

Name of Company: BELLUNA CO., LTD.

Code No.: 9997 1st Section of the Tokyo Stock Exchange

Notice of Development of the New Short-term Business Plan
(From FY March 2011 to FY March 2013)

The Company developed the new short-term business plan, on which the corporate and group management operating in FY March 2011 to FY March 2013, as described below.

Description

1. Keynote of the new plan
 - (1) Strengthening Growth and Profitability of Database-related Businesses
 - (2) Starting up and improving Secondary Utilization Businesses
 - (3) Ensuring Healthy Balance Sheet
 - (4) Maintenance of the Operation Compliance and Governance System
 - (5) Stabilizing Shareholder Return

2. Managerial targets

(unit: billion yen)

	FY2010	FY2011		FY2012		FY2013	
	Actual	Plan	YOY	Plan	YOY	Plan	YOY
Net Sales	100.1	106.5	+6.4%	112.0	+5.2%	123.5	+10.3%
Operating Income	4.3	5.8	+33.9%	7.2	+24.1%	9.0	+25.0%
(Operating Margin Ratio)	4.3%	5.4%	+1.1P	6.4%	+1.0P	7.3%	+0.9P
Net Interesting-bearing Liabilities	31.7	23~25	-21.2%	20~25 (+0.0%)			
Capital Expenditure*	2.7	0.7	-74.0%	1.5~2.0	+185.7%	1.5~2.0	+0.0%
Shareholder Equity Ratio	45.3%	50.5%	+5.2P	Around 55.0%			
ROE	2.4%	5.1%	+2.7P	5.1~7.0% (+0~1.9P)			
Annual Cash Dividends per Share (yen)	15.0	15.0	+0.0%	15.0	+0.0%	15.0	+0.0%

(*Note: It includes the amount of investment in intangible fixed assets such as software.)

- END -