



Noevir Co. Ltd. Public & Investor Relations
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July 30, 2010

Trade Name: Noevir Co., Ltd.

Listing: Tokyo Stock Exchange, Second Section (Code Number: 4916)

Representative: Takashi Okura, President and Representative Director

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Noevir Revises Full-Term Forecasts

Noevir Co., Ltd. (TSE ticker code 4916; Takashi Okura, President and Representative Director) announced the following revisions to its previous business forecasts (announced on October 30, 2009) for the 2010 fiscal year, ended September 20, 2010.

1. Current estimates for the full-term reporting period from September 21, 2009 to September 20, 2010

(Millions of yen)

	Net Sales	Operating income	Ordinary income	Net income	EPS (Yen)
Previous forecast (A)	54,100	3,700	4,100	2,300	55.66
Revised estimate (B)	53,000	2,800	3,200	2,000	48.40
Difference (B – A)	(1,100)	(900)	(900)	(300)	-
Percentage change	(2.0)%	(24.3)%	(22.0)%	(13.0)%	-
Results for the previous period	55,227	3,538	3,938	2,151	52.07

2. Reason for revision

The sales composition ratio for Noevir's mainstay business, cosmetics, has changed from the initial forecast due to consumers' growing preference for lower-priced products. As a result, sales and income figures have fallen short of initial forecasts, and Noevir has lowered its full-year sales and income projections.

Note: The above forecast figures are based upon information known to the Company's management at time of writing and include various uncertain factors. Actual results may differ from these forecasts.