

July 21, 2011

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Revision to Forecast for the Second Quarter of the Fiscal Year ending December 31, 2011

POLA ORBIS HOLDINGS INC. expects net income for the second quarter of the fiscal year ending December 31, 2011 to surpass its previous forecast by over 30%. For this reason, the Company is disclosing the following revision to the forecast announced on April 28, 2011.

Revision to the Forecast of Consolidated Performance for the First Half of Fiscal 2011

Millions of yen (except per share data and percent), Six months ending June 30

	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income Per Share(yen)
Previous Forecast (A)	77,500	4,500	4,700	2,100	37.99
Revised Forecast (B)	78,900	5,500	5,900	2,900	52.46
Amount Change (B—A)	1,400	1,000	1,200	800	
Percentage Change (%)	1.8	22.2	25.5	38.1	
Actual Result for Six Months Ended June 30, 2010	79,838	5,369	5,184	1,984	38.70

Main reasons for revision:

Sales are expected to surpass the previous forecast, as the impact of the Great East Japan Earthquake was more limited than expected, and sales in West Japan were strong.

Income is expected to exceed the previous forecast, reflecting higher gross profit due to sales surpassing the previous forecast, and companywide reductions in costs, particularly sales related expenses.

POLA ORBIS HOLDINGS is leaving its initial full-year forecasts unchanged, in view of the currently uncertain outlook for the economic environment and demand trends. However, the Company will promptly disclose revisions if they become necessary as a result of future performance trends.

In addition, the Company is currently assessing the impact on consolidated performance from its recently announced acquisition of an interest in US-based H20 PLUS HOLDINGS, LLC, as well as the transfer of shares in P.O. MEDIA SERVICE INC. to another company. This information will be disclosed by the time the Company settles its accounts for the third quarter.

* Forecasts are based on information available as of the publication of this news release. Actual performance may differ from these forecasts, owing to changes in various factors.