

February 10, 2011

To Whom It May Concern:

Company Name Isetan Mitsukoshi Holdings Ltd.
Representative: Kunio Isihizuka, President and
 Representative Director

Securities Code: 3099

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Notice Concerning Revision of Forecast of Consolidated Results for Fiscal 2010

In light of recent business performance and other factors, Isetan Mitsukoshi Holdings Ltd. has revised its forecast of consolidated results announced on November 19, 2010. Details are as follows:

Revision of the Forecast of Consolidated Results for the Full Year Ending March 31, 2011 (From April 1, 2010, to March 31, 2011)

	Net Sales	Operating Income	Recurring Income	Net Income (Loss)	Net Income (Loss) per Share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous Forecasts: A	1,240,000	4,500	20,000	15,000	30.42
Revised Forecasts: B	1,240,000	9,000	24,500	15,000	38.02
Amount of Change: B – A	0	4,500	4,500	3,000	
Percent Change (%)	0.0	100.0	22.5	25.0	
(Reference) Actual Results for FY2009	1,291,617	4,177	19,730	(63,521)	(162.51)

Reason for Revision

Concerning the full-year forecast for consolidated results for the fiscal year ending March 31, 2011, Isetan Mitsukoshi Holdings has raised its previous forecast for operating income, recurring income and net income. This revision was made in view of progress in reducing expenses up to the end of the third quarter.

Notice: This release contains forward-looking statements, which are based on the information currently available and certain assumptions the Company considers to be reasonable. Actual results may be materially different from those expressed or implied by these forward-looking statements owing to various factors.