August 12, 2011

To Whom It May Concern:

Company Name: Isetan Mitsukoshi Holdings Ltd.
Representative: Kunio Isihizuka, President and Representative Director
Securities Code: 3099
Contact: Yasuhiro Suzuki, Executive Manager, Investor Relations Corporate Administration Division, Administration Headquarters,
Telephone: +813-5843-5115

Notice Concerning Recording of Deferred Tax Assets, Revision to Consolidated Financial Forecast and Dividend Forecast

Isetan Mitsukoshi Holdings Ltd. has revised its estimated amount for deferred tax assets in line with the merger between Mitsukoshi Ltd. and Isetan Co., Ltd. in April 2011. The Company has also revised its financial forecast announced on May 12 and would like to announce the dividend forecast, which was previously not yet determined.

Details

1. Recording of Deferred Tax Assets

In line with the merger of Mitsukoshi Ltd. and Isetan Co., Ltd. in April 2011, the Company examined the collectability of the deferred tax assets of the merged company Isetan Mitsukoshi Ltd. based on “Treatment in Auditing regarding Judgment of Collectability of Deferred Tax Assets” (Audit Committee Report No. 66, the Japanese Institute of Certified Public Accountants). As a result, Isetan Mitsukoshi Co., Ltd. recorded income taxes–deferred for the first quarter in the amount of -¥11,560 million.

2. Revision to Consolidated Financial Forecast

Revision of Forecast of Consolidated Results for the Second Quarter (Cumulative) of Fiscal 2012 (From April 1, 2011, to September 30, 2011)

	Net Sales	Operating Income	Recurring Income	Net Income	Net Income per Share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous Forecasts: A	580,000	1,000	6,000	3,000	7.60
Revised Forecasts: B	580,000	5,000	10,000	18,000	45.63
Amount of Change: B－A	0	4,000	4,000	15,000	-
Percent Change (%)	0.0	400.0	66.7	500.0	-
(Reference) Second-quarter results for the previous fiscal year (Second quarter of the fiscal year ended March 31, 2010)	579,921	917	8,593	413	1.05

Revision of the Forecast of Consolidated Results for the Full Year Ending March 31, 2012 (From April 1, 2011, to March 31, 2012)

	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	1,230,000	16,000	28,000	18,000	45.63
Revised Forecasts: B	1,216,000	16,000	28,000	33,000	83.66
Amount of Change: B − A	(14,000)	0	0	15,000	-
Percent Change (%)	(1.1)	0.0	0.0	83.3	-
(Reference) Actual Results for FY2010	1,220,772	10,993	27,093	2,640	6.69

Reason for Revision

(1) Concerning revision to consolidated financial forecast for the first half of the year ending March 31, 2012

Although the projection for net sales remains unchanged from the previous forecast, Isetan Mitsukoshi Holdings has revised upward its previous forecasts for operating income and recurring income due to ongoing cost reductions. Net income is forecast to exceed the previous forecast in line with the recording of deferred tax assets as stated in “1. Recording of Deferred Tax Assets” above.

(2) Concerning revision to consolidated financial forecast for the year ending March 31, 2012

Net sales are projected to fall below the previous forecast due to continued uncertainty in the consumption environment. However, operating income and recurring income are projected to remain unchanged from the previous forecast owing to ongoing cost reductions. Net income is projected to exceed the previous forecast in line with the recording of deferred tax assets as stated in “1. Recording of Deferred Tax Assets” above.

3. Dividend Forecast

	Annual Dividends				
	First Quarter	Second Quarter	Third Quarter	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
Previous Forecasts (May 12, 2011)	-	(TBD)	-	(TBD)	(TBD)
Revised Forecasts		0.00	-	10.00	10.00
Actual Results for Q1 FY2011	-				
(Reference) Actual Results for FY2010	-	0.00	-	7.00	7.00

Reason for Dividend Forecast

Although the year-end dividend forecast was yet to be determined when forecasts were announced on May 12, 2011 due to uncertainty in the business environment surrounding the Company’s operations, we have set this forecast at ¥10.00 per share in line with upward revisions to net income for the second quarter and for the full year.

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.