

August 7, 2009

To Whom It May Concern:

Corporate Name Isetan Mitsukoshi Holdings Ltd.
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Notice concerning Revision of Forecast of Consolidated Results for Fiscal 2009

In light of recent business performance and other factors, Isetan Mitsukoshi Holdings Ltd. has revised its forecast of consolidated results announced on May 12, 2009. Details are as follows:

Revision of Forecast of Consolidated Results for the Second Quarter (Cumulative) of Fiscal 2009 (From April 1, 2009 to September 30, 2009)

	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	619,000	(2,000)	4,000	15,000	38.68
Revised Forecasts: B	619,000	(2,000)	4,000	2,000	5.16
Amount of Change: B – A	-	-	-	(13,000)	
Percent Change (%)	-	-	-	(86.7)	
(Reference) Second-quarter results for the previous fiscal year (Second quarter of the fiscal year ended March 31, 2009)	705,436	11,221	19,236	12,198	31.45

Revision of the Forecast of Consolidated Results for the Full Year Ending March 31, 2010 (From April 1, 2009 to March 31, 2010)

	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	1,280,000	2,000	15,000	20,000	51.57
Revised Forecasts: B	1,310,000	2,000	15,000	20,000	51.57
Amount of Change: B – A	30,000	-	-	-	
Percent Change (%)	2.3	-	-	-	
(Reference) Actual Results for FY2008	1,426,684	19,582	35,052	4,683	12.08

Reason for Revision

- (1) Concerning the forecast for consolidated results for the second quarter of the fiscal year ending March 31, 2010

We expected to record a gain in the first half of the term on the sale of fixed assets (extraordinary gain) from the transfer of the Mitsukoshi Ikebukuro store, which closed in May 2009. Because of a change in the transfer date, however, this gain will be instead realized in the second half of the fiscal year. Therefore, we expect that net income for the second quarter will be ¥13,000 million below our original forecast. There has been no change in the transfer price and therefore our full-year forecast remains unchanged.

- (2) Concerning the full-year forecast for consolidated results for the fiscal year ending March 31, 2010
 Sapporo Marui Imai Ltd. and Hakodate Marui Imai Ltd., which began operations on August 1, 2009, have been added to the Company's consolidated account from the second quarter. This will increase net sales by ¥30,000 million, and we have therefore revised our full-year sales forecast to ¥1,310,000 million.

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.