

April 21, 2011  
Canon Marketing Japan Inc.  
President: Masami Kawasaki  
TSE Code: 8060, Tokyo (first section) Stock Exchange  
Inquiries:  
Yoshiyuki Matsusaka  
Executive Officer  
Group Executive  
Communications Headquarters  
+81-3-6719-9095

Notice Regarding the Revised Financial Forecast and Dividends for fiscal year 2011  
(January 1 to December 31, 2011)

Canon Marketing Japan Inc. (Canon MJ) has revised its consolidated financial forecast for the fiscal year (FY) 2011 (January 1 to December 31, 2011) as announced on January 26, 2011, as follows:

1. Revised Consolidated Financial Forecast for FY 2011  
(in million yen, %)

	Net Sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previous forecast (A)	685,000	9,000	10,000	4,000	29.16
Current forecast (B)	633,000	0	1,300	(1,900)	(13.85)
Change in amount (B-A)	(52,000)	(9,000)	(8,700)	(5,900)	
Change (%)	(7.6)	(100.0)	(87.0)	-	
[For reference] Results for FY 2010	674,159	7,735	9,480	3,724	26.70

Reasons for revision:

Due to the influence of the Great East Japan Earthquake that occurred on March 11, 2011, regarding the demand environment that surrounds us, there has been a decline in motivation for capital investment by businesses and a conspicuous slump in consumer spending. Meanwhile, from the supply side perspective, delays of receipt of products have been caused by the electricity shortage and the difficulty in parts supply. Consequently, we predict that this will be a major hindrance to business activity and revise our consolidated financial forecast as above.

Disclaimer:

The forecasts provided above are based on information that was available as of the date of this announcement. Accordingly, actual results may differ from these forecasts due to various future factors.

2. Concerning a revision of expected dividends.

(Yen)

	End of First quarter	End of Second quarter	End of Third quarter	End of term	Annual
Previous forecast	-	10.00	-	10.00	20.00
Current forecast	-	-	-	-	-
Results for FY 2011	-	-	-		
Results for FY 2010	-	10.00	-	10.00	20.00

Reasons for revision:

We predict a sequentially severe management environment, and future prospects seem opaque. Therefore, despite striving to ensure a continuation of the stable dividend, the interim and year-end dividends are presumed to be undecided at present.

We will announce details immediately as soon as expectations of the dividend are possible.