

To Whom It May Concern

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Announcement Regarding Revision of Business Performance Forecast

Based on recent business performances, Universal Entertainment Corporation (hereinafter referred to as the "Company") hereby announces the revisions of the business performance forecast disclosed on June 8, 2010 as follows:

1. Revisions of Consolidated Business Performance Forecasts for the Fiscal Year Ending March 31, 2011

(1) Second quarter of the cumulative period (from April 1, 2010 to September 30, 2010)

	Net sales	Operating income	Ordinary income	Quarterly net income	Quarterly net income per share
	Million Yen	Million Yen	Million Yen	Million Yen	Yen
Previous forecast (A)	24,400	2,200	700	600	7.51
Revised forecast (B)	11,600	(2,300)	(1,800)	(1,800)	(22.58)
Difference (B-A)	(12,800)	(4,500)	(2,500)	(2,400)	-
Ratio of Change (%)	(52.5)	-	-	-	-
(Reference) Business results for the second quarter of the previous period (Second quarter of the fiscal year ended March 31, 2010)	20,220	3,443	1,411	787	9.85

(2) Full Year (from April 1, 2010 to March 31, 2011)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	Million Yen	Million Yen	Million Yen	Million Yen	Yen
Previous forecast (A)	56,100	7,700	4,700	4,000	50.08
Revised forecast (B)	48,400	6,100	6,100	4,100	51.45
Difference (B-A)	(7,700)	(1,600)	1,400	100	-
Ratio of Change (%)	(13.7)	(20.8)	29.8	2.5	-
(Reference) Business results for the previous period (Fiscal year ended March 31, 2010)	39,526	5,343	1,151	18,626	233.22

2. Revisions of Non-Consolidated Business Performance Forecasts for the Fiscal Year Ending March 2011.

(1) Second quarter of the cumulative period (from April 1, 2010 to September 30, 2010)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	Million Yen	Million Yen	Million Yen	Million Yen	Yen
Previous forecast (A)	22,900	2,500	2,500	2,400	30.05
Revised forecast (B)	10,600	(2,800)	(2,800)	(2,800)	(35.13)
Difference (B-A)	(12,300)	(5,300)	(5,300)	(5,200)	-
Ratio of Change (%)	(53.7)	-	-	-	-
(Reference) Business results for the second quarter of the previous period (Second quarter of the fiscal year ended March 31, 2010)	-	-	-	-	-

(2) Full Year (from April 1, 2010 to March 31, 2011)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	Million Yen	Million Yen	Million Yen	Million Yen	Yen
Previous forecast (A)	53,100	8,300	8,300	7,900	98.91
Revised forecast (B)	46,500	4,600	4,500	3,800	47.68
Difference (B-A)	(6,600)	(3,700)	(3,800)	(4,100)	-
Ratio of Change (%)	(12.4)	(44.6)	(45.8)	(51.9)	-
(Reference) Business results for the previous period (April, 2009 to March 2010)	32,354	3,905	3,466	(5,763)	(72.16)

3. Reasons of Revisions

<Consolidated Business Performance Forecast>

[Second Quarter of the Cumulative Period (April 1, 2010 to September 30, 2010)]

The Company group started sales of pachislot machine titled "Tondemosenshi Mutekingu" in the first quarter of the current fiscal year. Initially, we made a policy to gather and analyze market/customer information through "Location Tests" and utilize such information to establish and implement sales strategies effectively. However, for the actual sales activities, the sales strategies were not well conveyed, and we failed to obtain pachislot parlors' proper understanding on the features of the product. Consequently, the sales quantity of "Tondemosenshi Mutekingu" went far below our initial projection.

As a result, the company-wide total sales quantity in the first quarter remained approximately 4 thousand units.

For the second quarter, we have introduced a Pachinko machine titled "CR Million God Premium V" and a Pachislot machine titled "Devilman II: Akuma Fukkatsu". These new titles were highly appreciated by customers and the overall sales quantity for the second quarter reached approximately 23 thousand units. This sales quantity, however, was not sufficient to compensate for the shortage of sales in the first quarter, and the company-wide cumulative sales quantity up to the second quarter will result in approximately 27 thousand units, which is short of the initial projection for the term of 60 thousand units. In the light of the result, the Company revises the projection for the net sales amount released on June 8, 2010 as described above.

Operating income is also revised as described above due to the unaccomplished initial projection of the net sales.

Ordinary income, as well as the quarterly net income, are revised as above because, while the operating income is revised, the performance of Wynn Resorts, Limited, an equity method affiliate of the Company group, moved exceeding the initial projection and foreign exchange gains of the subsidiaries, which were not initially projected, accrued

*Location Test means to install machines in parlors on a test basis targeting limited numbers of parlors for limited terms with the purpose of gathering customers' opinion and market research.

<Full Fiscal (April 1, 2010 to March 31, 2011)>

In the third and fourth quarters, the Company will reorganize and enhance its marketing structure to further implement its sales strategies. For the major sales in the third quarter, a pachislot title named "Midori-Don G" is scheduled, expecting sales quantity of 60 thousand units, and several other titles with projection of sales quantity of approximately 26 thousand units are planned for the fourth quarter. Due to these, the Company forecasts that the company-wide total sales quantity of pachislot and pachinko will reach 86 thousand for the third and fourth quarters, exceeding the initial projection of 80 thousand units, and that the net sales will also exceed the initial forecast in the same quarters. Additionally, the Company will improve the operating income by saving expenses. The Company also forecasts that ordinary income and net income will be improved due to the expectation for contribution by the stable operation of Wynn Resorts, Limited led by the steady operation of Wynn Macau, Limited.

As a result of above, the Company revises downward the forecast for the total sales quantity for the full fiscal year to approximately 110 thousand units from the original forecast of 140 thousand units due mainly to the slow sales in the first quarter, and accordingly, the sales amount will fall short of the initial plan. Net income, however, is expected to exceed the initial projection due to the abovementioned factors for the third and fourth quarters. Reflecting those factors, the forecast for the business performance for the full year is revised as above.

In case any needs for revisions arise in the future, the Company will disclose them immediately.

<Nonconsolidated Business Performance Forecast>

The reasons are same as those described for Consolidated Business Performance Forecast.

(Note) Descriptions concerning the future of business performance forecast, etc. contained herein are based on the information, which the Company has obtained, and on certain assumptions, which are deemed reasonable. Actual business performance, etc., may largely differ due to various factors.

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