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For Immediate Release

Benefit One Inc.

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Listing: Second Section, Tokyo Stock Exchange

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Listing: First Section, Tokyo Stock Exchange

Notice Concerning Revisions to Business Results Forecasts for the First Half and Full Fiscal Period of the Fiscal Year Ending March 31, 2011

In light of recent business results and other factors, Benefit One Inc. (hereafter referred to as “Benefit One” or “the Company”) today announced details of its decision to revise its non-consolidated business results forecasts for the first half and full fiscal period of the fiscal year ending March 31, 2011 following a meeting of the Company’s Board of Directors held on October 20, 2010. Business results forecasts were previously disclosed on May 7, 2010.

1. Revisions to Non-Consolidated Business Results Forecasts for the First Half of the Fiscal Year Ending March 31, 2011 (April 1, 2010 to September 30, 2010)

(Millions of yen unless otherwise stated)

| | Net Sales | Operating Income | Ordinary Income | Net Income | Net Income per Share (Yen) |
|--|-----------|------------------|-----------------|------------|----------------------------|
| Previous Forecast (A) | 7,265 | 427 | 432 | 249 | 1,135.28 |
| Revised Forecast (B) | 7,065 | 679 | 687 | 395 | 1,796.88 |
| Net Change (B – A) | (200) | 251 | 254 | 145 | - |
| Net Change (%) | (2.8) | 58.8 | 58.8 | 58.3 | - |
| (Reference) First Half of the Fiscal Year Ended March 31, 2010 | 6,356 | 699 | 710 | 481 | 2,198.21 |

2. Rationale for Revisions to Non-Consolidated Business Results Forecasts for the First Half of the Fiscal Year Ending March 31, 2011

In addition to contributions from its mainstay employee fringe benefits business, Benefit One is expected to secure an increase in revenues on the back of firm results in its incentive business. On the other hand, CRM and merchandising business activities are anticipated to stall. As a result, net sales are forecast to fall slightly below initial estimates.

From a profit perspective, a portion of the overhead expenses projected at the beginning of the period were deferred until after third quarter of the fiscal year under review. At the same time, the Company was successful in its attempts to cutback personnel, overhead and other expenses and to hold down direct costs as well as selling, general and administrative expenditure. Taking into account each of the aforementioned, operating income, ordinary income and net income are forecast to exceed projections.

3. Revisions to Non-Consolidated Business Results Forecasts for the Full Fiscal Year Ending March 31, 2011 (April 1, 2010 to March 31, 2011)

(Millions of yen unless otherwise stated)

| | Net Sales | Operating Income | Ordinary Income | Net Income | Net Income per Share (Yen) |
|---|-----------|------------------|-----------------|------------|----------------------------|
| Previous Forecast (A) | 15,792 | 2,440 | 2,500 | 1,475 | 6,703.21 |
| Revised Forecast (B) | 15,400 | 2,440 | 2,500 | 1,475 | 6,703.21 |
| Net Change (B – A) | (392) | - | - | - | - |
| Net Change (%) | (2.5) | - | - | - | - |
| (Reference) Fiscal Year Ended March 31, 2010 | 13,389 | 2,335 | 2,440 | 1,499 | 6,833.95 |

4. Rationale for Revisions to Non-Consolidated Business Results Forecasts for the Full Fiscal Year Ending March 31, 2011

In light of revisions to non-consolidated business results forecasts for the first half of the fiscal year ending March 31, 2011, Benefit One undertook a review of business results for the full fiscal year. As a result, net sales are forecast to reach ¥15,400 million, a decrease of ¥392 million compared with the previous forecast, however, an increase of ¥2,011 million compared with the previous fiscal year. On the earnings front, forecasts remain unchanged. Despite steady results during the first half of the fiscal year under review, this is attributable to the anticipated incidence of that portion of overhead expenses deferred.

Note:

The aforementioned forecasts of business results are based on management's assumptions and beliefs in light of information available as of the date of this press release. Accordingly, information included in this document involves risks and uncertainties that may cause actual results to differ materially from forecasts due to a variety of factors.

Furthermore, while consolidated financial statements were prepared for the previous fiscal year, Benefit One became a company that does not prepare consolidated financial statements following the merger with consolidated subsidiaries Benefit One Partners Co., Ltd. and Global Healthcare Co., Ltd. on July 1, 2009.