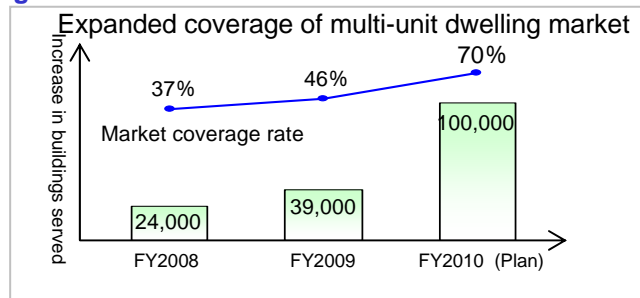


Measures to Expand Use of FLET'S Hikari and Raise APRU

Expanded Coverage of Multi-unit Dwelling Market

- Improvement in multi-unit dwelling market coverage rate by expanding the number of buildings served, focusing on promoting optical wiring for smaller buildings
- Strengthen alliances with developers and management companies for efficiently increasing buildings served and securing customers

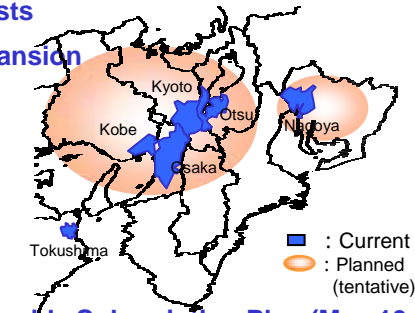


Enhanced Efforts for Video Services

- Proposal for digital terrestrial television solutions in the wake of the cessation of analog broadcasts

FLET'S TEREBI service area expansion

- Expanded service area in the Kansai and Tokai regions for FLET'S TEREBI, which enables the low-cost reception of digital terrestrial broadcasts and BS satellite broadcasts (to begin in May)



Launch FLET'S TEREBI Building-wide Subscription Plan (May 10, 2010)

- Provide to owners in multi-unit dwellings with 6 or more units
- All units can view digital terrestrial and BS satellite broadcasts

Stronger Products, Expanded Line-up

Launch of FLET'S Hikari Next High Speed Menu

- High Speed Type (maximum uplink, downlink rates of 200 Mbps)
 - Express Type (maximum uplink, downlink rates of approximately 1 Gbps)
- Launch scheduled for May 20, 2010

Expansion of Hikari LINK Series Line-up

- Expanded line-up of products and wiring products for TV to create new ways of using televisions and other devices

Currently on sale	Scheduled for launch in first half of FY2010	LINK
PC that can connect to TV (Hikari BOX)	Set-top box compatible with digital terrestrial television, IPTV and Internet	<ul style="list-style-type: none"> ✓ Analog TVs become digital terrestrial television compatible ✓ Simple connection to Internet via TV ✓ External HDDs can be used as recorders
QoS compatible PLC	QoS compatible wireless adaptor	<ul style="list-style-type: none"> ✓ With the wireless adaptor function, a wide range of wireless devices can be used ✓ With the priority control function (QoS), audio and video won't get cut off

More Subscriptions to Supplemental Services

Launch of "Remote Support Service One-Year Pack" (April 16, 2010)

- Targeting persons who currently do not use PCs or the Internet, a package of one year of Remote Support Services with two online PC lessons is offered for the cost of one year of Remote Support Service use fees
- A Remote Support Service One-Year Pack Card that can be a present for parents or friends who are not familiar with the Internet is also offered

Revision of rate schedules so that even more persons can use Security Function License Plus (scheduled for June 2010)

Currently offered with FLET'S Hikari Next, FLET'S Hikari Premium, and FLET'S V6 appli

By building relationships focusing on email and web customers, stronger proposals for supplemental services are made to existing FLET'S users

Promotion of sales activities to users in offices utilizing Hikari Denwa Office A (Ace)