

Consolidated First-quarter Financial Results Summaries

(Yen in billions)	1Q 2010	1Q 2009	Change	
Sales	15.8	14.2	+1.5	+10.8%
Operating Income (Operating Income Margin)	1.7 (10.6%)	-0.3 (-)	+2.0 (-)	-
Ordinary Income (Ordinary Income Margin)	1.7 (10.6%)	-0.2 (-)	+1.9 (-)	-
Net Income (Net Income Margin)	1.0 (6.6%)	-0.3 (-)	+1.4 (-)	-
Net income per share (EPS) (Yen)	3,609	-1,167	+4,776	

Sales +1.5 Billion yen

Sales rose as we expanded sales of our golf balls, including the SRIXON Z-STAR series, in the global market, in addition to the positive impact of the market introduction of our core golf club product "New" XXIO.

Ordinary Income

+1.9 Billion yen

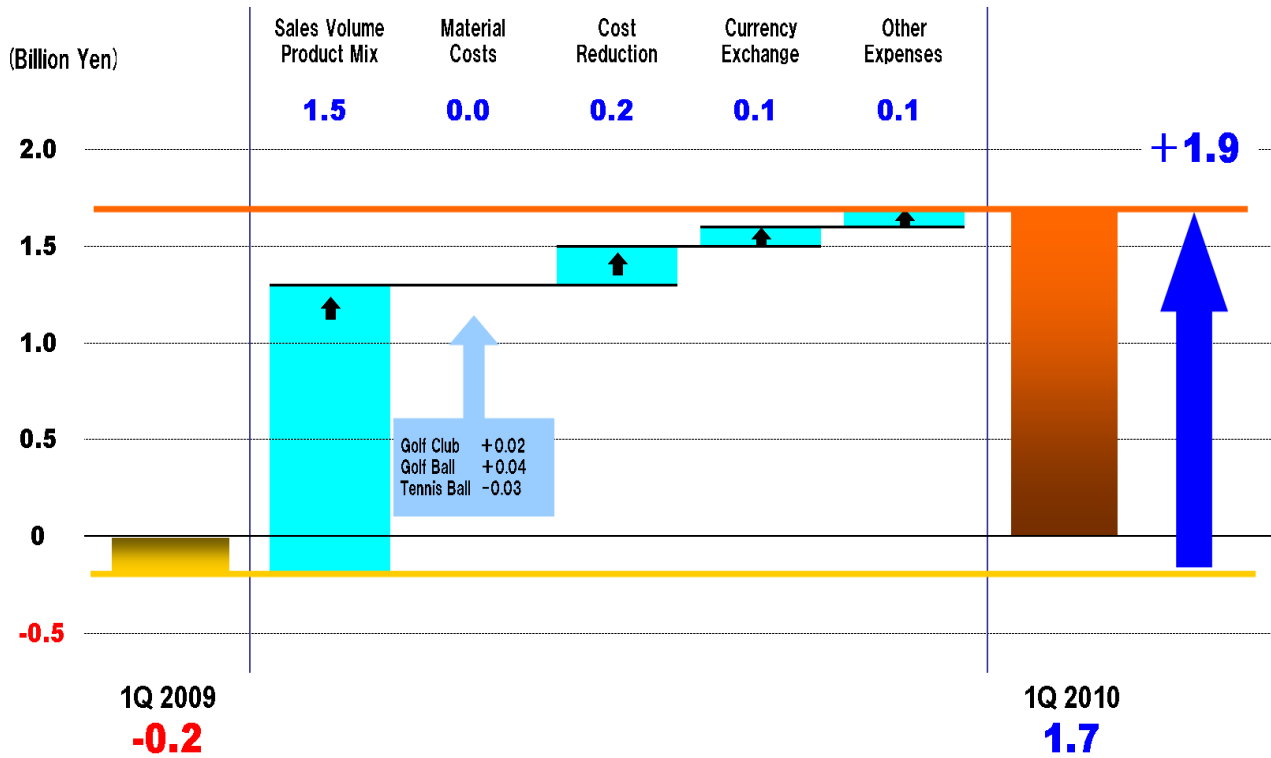
Income rose on higher sales with our core XXIO golf clubs and SRIXON golf balls being strong. Furthermore, in addition to efforts to reduce costs and make effective use of expenses, the conditions of the currency exchange and raw material prices also led to higher income.

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By Business Segment

(Yen in billions)	1Q 2010	1Q 2009	Change	
Golf clubs	8.6	7.7	+0.9	+11.2%
Golf balls	3.1	2.6	+0.5	+18.5%
Shoes, Accessories, etc	2.0	1.8	+0.2	+9.9%
Golf Equipment	13.7	12.1	+1.5	+12.6%
Tennis Equipment	1.5	1.5	+0	+0.2%
Licensing Revenue	0.1	0.1	-0	-4.3%
Sports Equipment Business	15.3	13.7	+1.5	+11.1%
Other business	0.5	0.5	+0	+1.4%
Total	15.8	14.2	+1.5	+10.8%

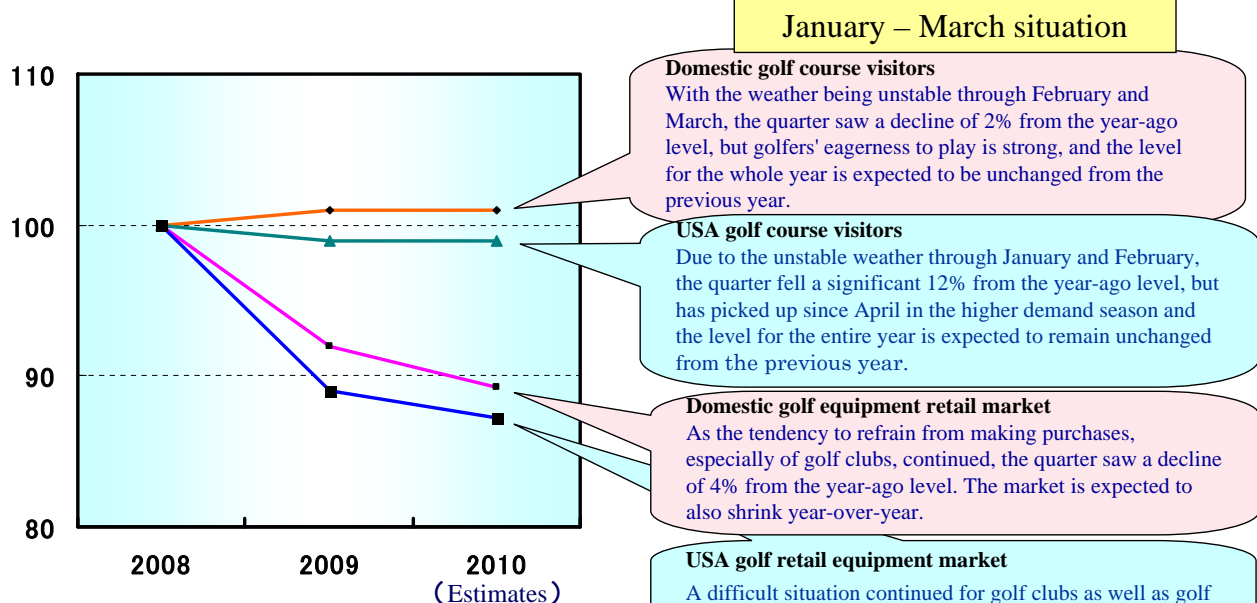
Consolidated Ordinary Income Analysis(1Q 2010)



Golf Market Trend (Japan & USA)

Trends in golf course visitors and retail market for golf equipment

The number of visitors to golf courses remained firm both in Japan and the United States. However, the golf equipment market, especially for golf clubs, shrank sharply.



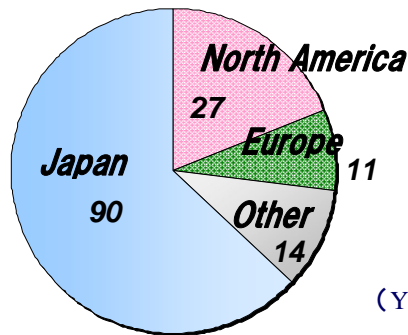
※Indexed as the average of 2008 to equal 100 (Figures calculated by SRI Sports)

Overseas Sales

1Q 2009

Consolidated Overseas Sales 14.2

Overseas sales as a percentage of consolidated net sales 37%

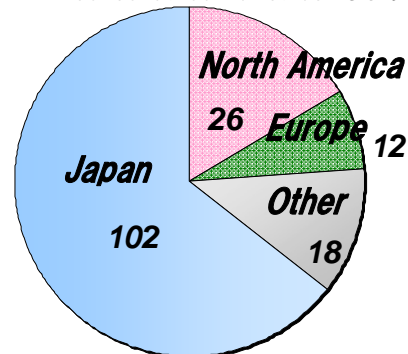


(Yen in billions)

1Q 2010

Consolidated Overseas Sales 15.8

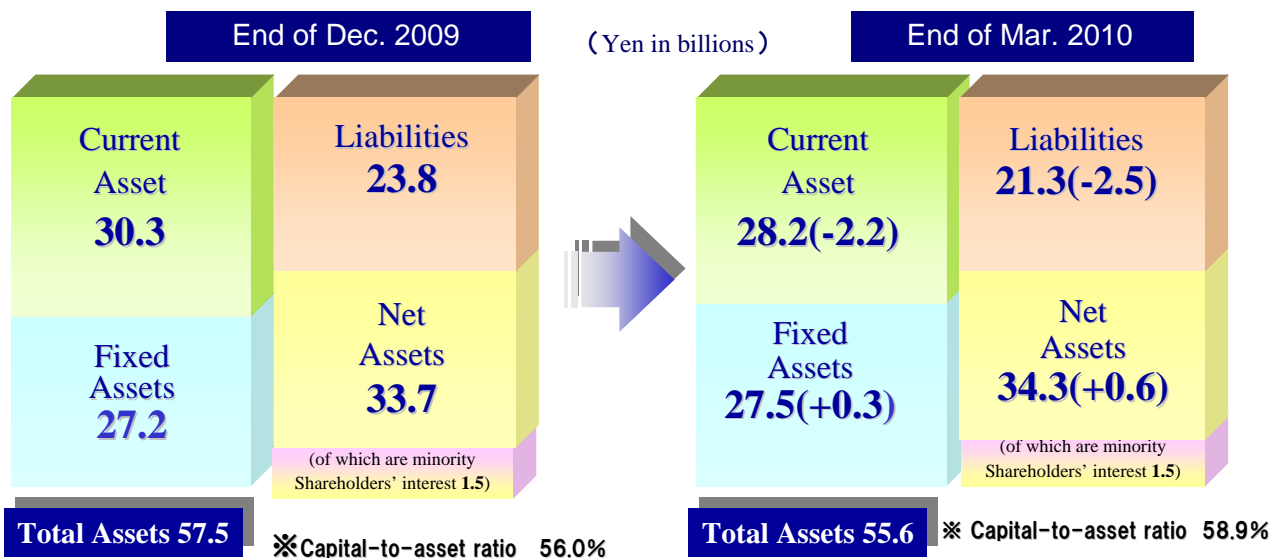
Overseas sales as a percentage of consolidated net sales 36%



- In North America, SRIXON golf ball sales increased on higher market share, but golf club sales declined because there was no new product introduction of the Cleveland Golf clubs during the quarter. (The 2010 model was introduced ahead of schedule in autumn 2009). Total sales fell also due to the yen appreciating against the dollar.
- In Europe, golf ball sales rose but golf club sales fell and total local currency-based sales remained flat. However, due to the yen falling against the British pound, yen-based sales increased.
- Other Areas saw an increase in sales, mainly in Southeast Asia.

Changes in Balance Sheet

- Cash and deposits shrank significantly as excess cash was allocated to repay borrowings and current assets declined.
- Investment and other assets increased with the establishment of the sales company in China and fixed assets rose.
- Total debt also shrank significantly due to the repayment of long-term borrowings.



Interest-bearing Debt

(Yen in billions)	2009		2010	
	End of Mar.	End of Dec.	End of Mar.	Change from end of Dec.
Interest-bearing Debt	13.4	9.2	7.8	-1.4