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Press Release

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Notice on New Medium-Term Business Plan “The JCM Globalization”

Japan Cash Machine Co., Ltd. (hereinafter referred to as the “Company”) hereby notifies that the Company has launched a New Medium-Term Business Plan “The JCM Globalization” running from fiscal 2009 through fiscal 2011.

1. The background of the new medium-term business plan

Under the medium-term business plan “JCM World 21” that will end in fiscal 2008, the Company has developed the business strongly within inside and outside Japan along with JCM brand cultivated for a long time amid various changes in business environment. However, business circumstances surrounding the Company have become severe and business performance have been forced to slow down due to rapid change in business environment and increasing competition among other manufacturers. The Company recognizes that it is an urgent management issue to promote management reforms and to upgrade the necessary management base as well as to make a strategic move to achieve new growth for breaking through the current situation and for making a leap to a true global corporation that keeps on creating market and corporate value in the circulation of money.

From that perspective, the Company launched the new medium term business plan centering on business strategy and individual managerial goal by focusing on the three themes “Emphasis on profit performance” “Aggressive investment in growing field” “Strengthening of technologic capabilities”. Since April this year, we have already began to restructure the managerial organization that is horizontally-integrated in function with a cross-sectoral manner in each base and region and promoted the smooth global strategy than before. The company has had great expectations from its customers and seen sales potential in unexplored field. Aiming to achieve the new medium term business plan, the Company will make efforts to increase further improvement in business results and corporate value through engaging in each business strategy by business segment as well as each goal and will return profits gained from the achievement to its shareholders.

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2. Outline of the new medium-term business plan

The Company will pursue the significant growth toward a true global company that creates the market and corporate value by further advancing the cultivated unique technology, developing the management base to achieve sustainable high growth, and making a strategic move for the market competition.

<Five basic policies>

- Establishing the management base for the medium to long-term growth and sustainable highly profitable structure
- Enhancing managerial operation through selection and concentration as well as by implementing “aggressive” management
- Achieving sustainable business expansion and profit growth through further advancement of its own technology and especially by implementing the growth strategy as a global corporation.
- Strengthening of corporate governance and corporate compliance on the premise of the social responsibility
- Creating new corporate value and building relations of trust with its stakeholders including customers, users, employees, and shareholders by making commitments to them

<Numeric (Management) targets>

The Company launched a new medium term business plan to achieve ¥33 billion on consolidated net sales and ¥4.5 billion on consolidated operating income by fiscal 2011, final year of the Plan. Additionally, the Company set up the goal to achieve average 10% growth rate on consolidated net sales and 13% on consolidated operating income margin from the final year of the Plan onward in order to specify the mid- and long term goal defined as concrete standard for “continuous and stable profit structure”.

(In hundred million yen)

| Consolidated | FS March 2008 (Forecast) | FS March 2009 (Mid-Term Plan) | FS March 2010 (Mid-Term Plan) | FS March 2011 (Mid-Term Plan) |
|------------------|-----------------------------|----------------------------------|----------------------------------|----------------------------------|
| Net Sales | 300 | 280 | 310 | 330 |
| Operating Income | 27 | 27 | 40 | 45 |
| Net Income | 8 | 14 | 21 | 25 |

3. Important measures to achieve the plan

(1) Promotion of management reforms

- Improving profit margin is a primary goal
- Establishment and enhancement of new management system
Prompt and accurate decision-making and business operation
Clarification of authority and responsibility/Transparency of management system
- Utilizing management resources to the full
Heavy investment in growth areas by utilizing the solid financial ground to the full
Reallocation of material and human resources
- Speedy and steady growth strategy and achieving a visible result
Mass production of currently developing products at early stage and realization of next strategic

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products

(2) Business Strategy

[Overseas gaming industry]

As the Company's core business, the Company will concentrate management resources on:

- Further innovation of bill acceptor equipped with game machines
- Winning back the market shares through launching a new product into the market at early stage that exceed other companies' products in function.
- Proposal of new systems aiming to improve service and security at casinos that goes beyond framework of bill acceptor and game machines.

[Commercial industry]

Enhancement of continued efforts toward full-scale entry into the market

- Strengthening of information gathering including market research and customer needs
- Providing appropriate products that meet customer needs based on the above research
- Advancement of technology, such as coin validating technology, high speed bill conveying system, and bill recycling technology
- Launching the strategic products specified in commercial industry
- Expansion into Japanese market coordinated with international market

[Equipment for the amusement industry]

Corresponding to the trend of securing greater transparency and soundness in the management of *pachinko* parlors

- Analyzing market trend deliberately and preparing for a phase of great change
- Providing products and services for the improvement of security and the soundness of cash control

Please note that the forecast above is based on the currently available information, and actual results may differ from the forecast due to subsequent various factors.