

TRANSLATION FOR REFERENCE PURPOSES ONLY

This notice has been translated from the original Japanese text of the timely disclosure statement dated October 30, 2009 and is for reference purposes only. In the event of any discrepancy between the original Japanese and this translation, the Japanese text shall prevail.

CAUTIONS REGARDING FORWARD-LOOKING STATEMENTS

This document contains forward-looking statements, such as Unicharm Corporation's current plans, strategies, and future performance. These forward-looking statements are based on judgments obtained from currently available information. Please be advised that, for a variety of reasons, actual results may differ materially from those discussed in the forward-looking statements. Events that might affect actual results include, but are not limited to, economic circumstances in which Unicharm Corporation operates, competitive pressures, relevant regulations, changes in product development, and fluctuations in currency exchange rates.

**FY2010 Consolidated Financial Results
for the Second Quarter Ended September 30, 2009
(From April 1, 2009 through September 30, 2009)**



October 30, 2009

Listed Company Name : **Unicharm Corporation**
Listing : **First Section, Tokyo Stock Exchange in Japan**
Code Number : **8113**
URL : **http://www.unicharm.co.jp**
Company Representative : **Takahisa Takahara, President and Chief Executive Officer**
Contact Person : **Atsushi Iwata, Executive Officer, General Manager of Accounting Dept**
Telephone Number : **(03) 3451 – 5111**
Planned Filing Date of Quarterly Report : **November 13, 2009**
Planned Commencement Date of Dividend Payments : **December 7, 2009**

(Figures are rounded down to the nearest 1 million yen.)

1. Consolidated Results of the Second Quarter of FY2010 (April 1, 2009 through September 30, 2009)

(1) Consolidated financial results (Cumulative)

(Figures in percentage represent increases or decreases from the same period last year.)

	Net Sales		Operating Income		Ordinary Income		Net Income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
2nd Q FY 2010	172,530	1.5	21,440	40.5	21,988	46.0	12,876	60.4
2nd Q FY 2009	170,031	-	15,263	-	15,056	-	8,027	-

	Net income per share	Net income per share adjusted for residual security
	yen	yen
2nd Q FY 2010	202.30	202.28
2nd Q FY 2009	125.65	125.31

(2) Consolidated financial position

	Total assets	Net assets	Ratio of shareholders' equity	Net assets per share
	Million yen	Million yen	%	yen
2nd Q FY 2010	285,508	199,278	62.9	2,820.96
Fiscal Year Ended March 31, 2009	278,313	185,590	60.2	2,634.12

(Reference) Equity 2nd quarter of FY 2010: 179.559 billion yen
Fiscal Year Ended March 31, 2009: 167.667 billion yen

2. Cash Dividends

(Record date)	Dividend Per Share				
	End 1st Q	End 2nd Q	End 3rd Q	Year-End	Annual
	yen	yen	yen	yen	yen
Fiscal Year Ended March 31, 2009	-	27.00	-	27.00	54.00
Fiscal Year Ended March 31, 2010	-	35.00			
Fiscal Year Ended March 2010 (projection)			-	35.00	70.00

(Note) Any revision to the projected cash dividends for the period under review: Yes

**3. Projected Consolidated Financial Results for Fiscal Year ending March 31, 2010
(April 1, 2009 through March 31, 2010)**

(Figures in percentage represent increases or decreases from the same period of preceding year)

	Net Sales		Operating Income		Ordinary Income		Net Income		Net Income Per Share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	yen
Full Year	370,000	6.4	42,700	22.4	42,000	32.9	22,000	28.4	345.63

(Note) Any revision to projected consolidated financial results for Fiscal Year ending March 31, 2010: Yes

4. Others

- (1) Any change of major subsidiaries during the period under review (or any changes of specified subsidiaries accompanying a change in the scope of consolidation): None
- (2) Application of any simplified accounting method or special accounting method for the preparation of quarterly consolidated financial statements: None
- (3) Any change of accounting policies, procedures and presentation methods, etc. for quarterly consolidated financial statements (or matters to be noted as any change to important matters, etc. affecting the preparation of quarterly consolidated financial statements):
 - (i) changes arising from revision of accounting standards: None
 - (ii) changes arising from other factors: None
- (4) Number of shares issued and outstanding (common stock)
 - (i) Number of shares issued and outstanding (including treasury shares):

As of the end of 2nd quarter of FY2010:	68,981,591 shares
As of the end of FY2009:	68,981,591 shares
 - (ii) Number of treasury shares at end of period:

As of the end of 2nd quarter of FY2010:	5,329,826 shares
As of the end of FY2009:	5,329,376 shares
 - (iii) Average number of shares during the period (April 1, 2009 through September 30, 2009):

As of the end of 2nd quarter of FY2010:	63,651,973 shares
As of the end of 2nd quarter of FY2009:	63,886,413 shares

*Explanation regarding proper use of the projected financial results and other notes

- Projections stated herein include those based on the Company's assumptions, forecasts and plans as of the announcement date hereof. Therefore, actual results may differ due to risks and uncertainties associated with market competition and foreign exchange rates, etc. Please refer to "Qualitative Information and Financial Statements, etc. -- 3. Qualitative Information Regarding Projected Consolidated Financial Results" section on page 6 for more details.

[Qualitative Information and Financial Statements, etc.]

1. Qualitative Information Regarding Consolidated Financial Results

Although the economy bottomed out during the combined two quarters under review (April 1, 2009 through September 30, 2009), continued uncertainties remain. Despite upward trends in consumer spending in some of our target countries, they have yet to enjoy what one might call a full-fledged economic recovery. In contrast, consumer spending in Japan remained weak and Japanese consumers' penchant for low-end consumption remained strong.

Amid such business environment, the Company focused its efforts on the introduction of highly value-added products, the expansion of product lineups, and the facilitation of sale promotion activities through various campaigns in the domestic personal care business. Also, the Company continued to increase and rebuild product lines for the highly value-added category in the pet care business. Overseas, the Company strived to develop new business areas and to boost sales by aggressively launching sales promotion activities, particularly in the growing Asia, Middle East and African markets.

As a result, the Company's sales, operating income, ordinary income and quarterly net income for the 2nd quarter consolidated fiscal period of FY 2010 reached the highest ever recorded at JPY 172.53 billion (up 1.5% YOY or up 7.7% YOY if no forex effect was factored in), JPY 21.44 billion (up 40.5% YOY or up 46.9% YOY if no forex effect was factored in), JPY 21.988 billion (up 46.0% YOY) and JPY 12.876 billion (up 60.4% YOY), respectively.

Financial results by business segments are as follows:

1) Personal care business

[Baby Care Business]

Domestically, the Company endeavored to strengthen the *Moony* brand by launching *Moony For the Newborn* and *Moony Small Size*, products adopting newly developed unwoven fabric called "*Fuwari Wave*." The quantity per package was also increased for *Mamypoko Pants* to offer products at more attractive prices. Further, *Mamypoko Pants Bigger than Large Size* was launched for older babies to renew its line-up. Additionally, the Company organized the *Moony Man Carbon Offset Campaign* in conjunction with the introduction of "baby paper diapers with CO² emission rights" as part of our environmental efforts.

In the growing overseas markets, sales had been on a steady rise as the Company actively expanded its sales area. In China, the Company was able to achieve high growth and improved profitability by entering new markets. Further, the Company made its best efforts to increase sales and to improve profitability in Indonesia, the Middle East, North Africa and South Korea.

[Feminine Care Business]

In Japan, the Company rolled out new panty liners, namely *Sofy Kiyora* and *Sofy Fuwa Gokochi-Natural Air Cotton* for hygiene conscious women with the aim of boosting its customer base. In the sanitary napkin category, the Company reinforced product lineups by adding a 21 centimeter-sized napkin to the *Sofy Hada Omoi* sensitive skin-friendly sanitary napkin series and improving existing products of this brand. Also, sales promotion campaigns were launched for *Sofy Super-Sound Sleep Guard* for night series in order to improve profitability with the bolstered highly value-added category.

In Asian countries, the Company's sales initiative also led to increases in sales and profitability for highly value-added sanitary napkins, including night and thin sanitary napkins. The Company expanded its sales areas to neighboring countries and cities for the purpose of ensuring product penetration and sales growth for the highly value-added category.

[Health Care Business]

Lifree Fresh Pads and *Charm Nap* products were remodeled in order to boost the awareness, usage rate and market scope of such incontinence care products. Also, for the purpose of building up the *Lifree* brand and gaining the brand's recognition, the Company endeavored to encourage both nursing care givers and nursing care receivers through the catch line of the *Lifree* brand: "Live to be Rehabilitated." Further, in order to accommodate various needs, the Company rolled out *Lifree With Leak Stopper Tape* with improved "anti-leakage," "easy-to-wear" and "comfortable" functions for the people in need of intense nursing care.

Additionally, in order to meet growing self-care needs to protect against swine flu pandemic, the Company boosted the lineups and production for the *3D Mask* brand.

[Clean and Fresh Business]

In response to increased hygiene awareness, the Company proposed the "In-Store Space Display for Anti-Virus Products," particularly for the *3D Mask* brand as well as the renewed *Silcot Wet Tissue-99.99% sterilization Rate* brand which is capable of thoroughly removing invisible bacteria. The new pastel pink-colored *Wave* sheet cleaner was also rolled out to make this product category more attractive to consumers with expanded product lineups.

As a consequence, sales and operating income in the personal care business were JPY 144.598 billion (up 1.1% YOY) and JPY 16.966 billion (up 38.3% YOY), respectively, for the quarter under review.

2) Pet care business

Under the banner of "Confirmable Pets' Life under Healthy and Clean Conditions," the pet care business has been carried out by the Pet Food Section and the Pet Toiletry Section to help pets maintain good health and live longer under clean environment. The Company has been committed to the development of products reflecting consumer needs and the creation of new markets by adding product lineups to accommodate four major trends among Japanese pet owners: "indoor pet keeping," "popularity of smaller dogs," "aging of pets" and "pet obesity." Further, in order to meet the needs of pet owners who hope their pets to live longer as more cats and dogs are enjoying greater longevity, the Company introduced *Aiken Genki for 13-Year or Older Dogs*, *Gain's Pakkun for 13-Year or Older Dogs*, *Neko Genki for 13-Year or Older Cats*, *Neko Genki for 13-Year or Older Cats - Pouch Type*, *Silver Spoon for 13-Year or Older Cats*, *Silver Spoon Premium Gourmet for 13-Year or Older Cats*, *Silver Spoon for 13-Year or Older Cats - Can Type*, *Silver Spoon for 13-Year or Older Cats - Pouch Type*, and *Silver Spoon for 13-Year or Older Cats - Yummy Soup*, as products to create a new anti-aging segment: "for 13-year or older dogs and cats".

As a result, sale and operating income in the pet care business were JPY 22.476 billion (up 5.5% YOY) and JPY 3.883 billion (up 43.5% YOY), respectively, for the quarter under review.

3) Other businesses

In the category of business-use products using its core non-woven fabric and absorbent, the Company's focus had been on the food wrapping business mainly targeted at supermarkets. The Company strived to penetrate business-use food wrappers *Fresh Master* and *Fresh Master Soft Role*, a new product to preserve freshness of block meat, into the supermarket industry.

Consequently, sales and operating income in other businesses were JPY 5.456 billion (down 3.3% YOY) and JPY 567 million (up 131.1% YOY), respectively, for the quarter under review.

2. Qualitative Information Regarding Consolidated Financial Position

(Total Assets)

Total assets as of the end of the 2nd quarter consolidated fiscal period was JPY 285.508 billion (up 2.6% YOY), mainly because cash and deposits, marketable securities, machinery, equipment and vehicles, and investments in marketable securities increased by JPY 6.317 billion, JPY 2.119 billion, JPY 2.168 billion, and JPY 2.054 billion, respectively, while notes and accounts receivable, merchandise and finished goods, and raw materials and supplies decreased by JPY 2.257 billion, JPY 1.747 billion and 1.369 billion, respectively.

(Net Assets)

Net assets as of the end of the 2nd quarter consolidated fiscal period was JPY 199.278 billion (up 7.4% YOY), mainly because quarterly net income, valuation and translation adjustments, etc., and minority interests increased by JPY 12.876 billion, JPY 828 million and JPY 1.795 billion, respectively, while foreign exchange adjustment and dividend payments out of retained earnings decreased by JPY 88 million and JPY 1.718 billion, respectively.

(Ratio of Shareholders' Equity)

Shareholders' equity ratio as of the end of the 2nd quarter consolidated fiscal period was 62.9% (up 2.6 percentage points YOY).

3. Qualitative Information Regarding Projected Consolidated Financial Results

On October 22, 2009, we announced the following revisions to the Company's projected consolidated financial results:

(Revised Projected Consolidated Financial Results for the Full Fiscal Year)

	Net Sales	Operating Income	Ordinary Income	Net Income	Net income per share
	Million yen	Million yen	Million yen	Million yen	Million yen
Initial Projections (A)	378,000	38,500	39,000	20,000	314.21
Revised Projections (B)	370,000	42,700	42,000	22,000	345.63
Differences (B-A)	8,000	4,200	3,000	2,000	-
% of Differences	2.1	10.9	7.7	10.0	-
(Reference) Actual Figures for Fiscal Year Ended March 31, 2009	347,849	34,883	31,607	17,127	268.32

Reasons for Such Revisions

Downward revisions were made to the initial projected consolidated financial results published on July 31, 2009, mainly because we expect actual net sales to be slightly lower due to effect from exchange rates. Meanwhile, our cost-cutting efforts made it possible for operating income, ordinary income and net income projections to be revised upwardly.

In light of the foregoing revised projected consolidated financial results, projected year-end cash dividends are revised, as follows:

(Revised Projected Annual Cash Dividends)

Record Date	Dividends Per Share (Unit: JPY)		
	Interim Dividends	Year-End Dividends	Annual Dividends
Previous Forecast (as at July 31, 2009)	32.00	32.00	64.00
Revised Forecast	--	35.00	70.00
Actual Distribution for this Term	35.00	--	--
Actual Distribution for Previous Term (FY2009)	27.00	27.00	54.00

* The foregoing dividend forecast is based on information available as of the date of this announcement and the actual dividend amount may differ from the forecasted figure due to various future contingencies.

4. Others

- (1) Any change of major subsidiaries during the period under review (or any change of specified subsidiaries accompanying a change in the scope of consolidation): None
- (2) Application of any simplified accounting method or special accounting method for the preparation of quarterly consolidated financial statements: None
- (3) Changes in accounting policies, procedures and presentation methods, etc. for the preparation of quarterly consolidated financial statements: None

5. Quarterly Consolidated Financial Statements, etc.

(1) Quarterly Consolidated Balance Sheet for 2nd Quarter Consolidated Fiscal Period

(Millions of Yen)

	End of 2nd Quarter of FY2010 (as of September 30, 2009)	Condensed Consolidated Balance Sheet for FY2009 (as of March 31, 2009)
Assets		
Current assets		
Cash and deposits	80,942	74,625
Notes and accounts receivable	38,671	40,929
Marketable securities	7,654	5,534
Merchandise and finished goods	11,155	12,903
Work in process	333	342
Raw materials and supplies	8,075	9,445
Other current assets	7,850	10,594
Allowance for bad debts	69	84
Total current assets	154,615	154,290
Fixed assets		
Tangible fixed assets		
Buildings and other structures (net)	23,882	23,898
Machinery, equipment and vehicles (net)	42,973	40,804
Other tangible fixed assets (net)	23,667	19,543
Total tangible fixed assets	90,523	84,247
Intangible fixed assets		
Goodwill	12,402	12,734
Other intangible fixed assets	2,577	3,493
Total intangible fixed assets	14,979	16,228
Investments and other assets		
Investments in marketable securities	17,664	15,609
Other investments	8,294	8,101
Allowance for bad debts	570	164
Total investments and other assets	25,389	23,546
Total fixed assets	130,892	124,022
Total Assets	285,508	278,313

(Millions of Yen)

	End of 2nd Quarter of FY2010 (as of September 30, 2009)	Condensed Consolidated Balance Sheet for FY2009 (as of March 31, 2009)
Liabilities		
Current liabilities		
Notes and accounts payable	31,527	37,676
Short-term loans payable	5,414	4,666
Accrued corporate taxes, etc.	6,728	4,332
Reserve for bonuses	3,962	3,299
Other current liabilities	31,222	30,546
Total current liabilities	78,854	80,521
Long-term liabilities		
Long-term loans payable	919	1,206
Reserve for severance benefits	2,137	6,160
Other long-term liabilities	4,317	4,833
Total long-term liabilities	7,375	12,200
Total liabilities	86,230	92,722
Net assets		
Shareholders' equity		
Common stock	15,992	15,992
Additional paid-in capital	18,800	18,802
Retained earnings	179,429	168,283
Treasury share	29,832	29,829
Total shareholders' equity	184,389	173,248
Valuation and translation adjustments, etc.		
Unrealized gains on available-for-sale securities	2,573	1,745
Gains (losses) on deferred hedges	29	28
Land revaluation differences	535	546
Foreign exchange adjustment	6,839	6,751
Total valuation and translation adjustments, etc.	4,830	5,580
Minority interests	19,719	17,923
Total net assets	199,278	185,590
Total liabilities and net assets	285,508	278,313

(2) Quarterly Consolidated Statement of Income
[Consolidated Statement of Income for 2nd Quarter Consolidated Fiscal Period]

(Millions of Yen)

	2nd Quarter Consolidated Fiscal Period of FY 2009 (April 1, 2008 through September 30, 2008)	2nd Quarter Consolidated Fiscal Period of FY 2010 (April 1, 2009 through September 30, 2009)
Net sales	170,031	172,530
Cost of sales	101,883	94,862
Gross profits	68,147	77,667
Selling, general and administrative expenses	*1 52,884	*1 56,227
Operating income	15,263	21,440
Non-operating income		
Interests received	368	251
Dividends received	166	145
Gain on sale of marketable securities	34	-
Foreign exchange gain	-	1,047
Subsidies	327	-
Other non-operating income	226	495
Total non-operating income	1,123	1,940
Non-operating expenses		
Interests paid	137	111
Sales discount	895	1,231
Other non-operating expenses	297	49
Total non-operating expenses	1,330	1,392
Ordinary income	15,056	21,988
Extraordinary income		
Gain on sale of fixed assets	7	25
Gain on reversal of allowance for bad debts	41	-
Total extraordinary income	48	25
Extraordinary losses		
Losses on disposal of fixed assets	222	254
Allowance for uncollectable receivables transferred	--	393
Other extraordinary losses	3	120
Total extraordinary losses	225	767
Quarterly income before taxes and other adjustments	14,879	21,246
Corporate tax, inhabitant tax and business tax	4,412	7,842
Adjustments on corporate tax, etc.	724	1,899
Total corporate tax, etc.	5,136	5,943
Minority interests in net income	1,715	2,426
Quarterly net income	8,027	12,876

(3) Note regarding the Company's position as a going concern: Not applicable

(4) Segment information

[Segment Information by Business Type]

2nd Quarter Consolidated Fiscal Period of FY 2009 (April 1, 2008 through September 30, 2008)

(Millions of Yen)

	Personal care	Pet care	Others	Total	Elimination or Company-wide	Consolidation
Sales						
(1) Sales to external customers	143,093	21,295	5,641	170,031	-	170,031
(2) Internal sales or transfers across segments	1	-	1	3	(3)	-
Total	143,094	21,295	5,643	170,034	(3)	170,031
Operating income	12,268	2,707	245	15,221	41	15,263

(Notes) 1. Method of segmenting businesses

Businesses are segmented based on the sales volume classification of the Company, taking similarities in product, sales market, etc. into account.

2. Main products by business segment

(1) Personal careBaby and child care products, feminine care products, health care products, etc.

(2) Pet carePet foods, pet toiletries

(3) OthersFood-wrapping materials, industrial materials, financing operations, etc.

2nd Quarter Consolidated Fiscal Period of FY 2010 (April 1, 2009 through September 30, 2009)

(Millions of Yen)

	Personal care	Pet care	Others	Total	Elimination or Company-wide	Consolidation
Sales						
(1) Sales to external customers	144,598	22,476	5,455	172,530	-	172,530
(2) Internal sales or transfers across segments	0	-	1	1	(1)	-
Total	144,598	22,476	5,456	172,532	(1)	172,530
Operating income	16,966	3,883	567	21,417	22	21,440

(Notes) 1. Method of segmenting businesses

Businesses are segmented based on the sales volume classification of the Company, taking similarities in product, sales market, etc. into account.

2. Main products by business segment

(1) Personal careBaby and child care products, feminine care products, health care products, etc.

(2) Pet carePet foods, pet toiletries

(3) OthersFood-wrapping materials, industrial materials, financing operations, etc.

[Segment Information by Region]

2nd Quarter Consolidated Fiscal Period of FY 2009 (April 1, 2008 through September 30, 2008)

(Millions of Yen)

	Japan	Asia	Europe and Middle East	Total	Elimination or Company-wide	Consolidation
Sales						
(1) Sales to external customers	106,510	39,073	24,447	170,031	-	170,031
(2) Internal sales or transfers across segments	4,779	1,304	-	6,083	(6,083)	-
Total	111,289	40,377	24,447	176,114	(6,083)	170,031
Operating income	9,805	4,845	543	15,194	68	15,263

- (Notes) 1. Classification of country or region is based on geographical proximity.
 2. Main countries or areas classified into regions other than Japan:
 (1) AsiaTaiwan, China, South Korea, Thailand, etc.
 (2) Europe and Middle East.....the Netherlands and Saudi Arabia

2nd Quarter Consolidated Fiscal Period of FY 2010 (April 1, 2009 through September 30, 2009)

(Millions of Yen)

	Japan	Asia	Europe and Middle East	Total	Elimination or Company-wide	Consolidation
Sales						
(1) Sales to external customers	107,076	45,150	20,303	172,530	-	172,530
(2) Internal sales or transfers across segments	7,259	1,083	-	8,343	(8,343)	-
Total	114,336	46,233	20,303	180,874	(8,343)	172,530
Operating income	14,862	5,619	1,065	21,547	(107)	21,440

- (Notes) 1. Classification of country or region is based on geographical proximity.
 2. Main countries or areas classified into regions other than Japan:
 (1) AsiaTaiwan, China, South Korea, Thailand, Indonesia, Australia etc.
 (2) Europe and Middle East.....the Netherlands and Saudi Arabia

[Overseas Sales]

2nd Quarter Consolidated Fiscal Period of FY 2009 (April 1, 2008 through September 30, 2008)

	Asia	Europe	Middle East, North Africa and North America	Total
I. Overseas sales (Millions of Yen)	39,074	18,406	8,425	65,906
II. Consolidated sales (Millions of Yen)	-	-	-	170,031
III. Overseas sales as a percentage of consolidated sales (%)	23.0	10.8	5.0	38.8

- (Notes) 1. Classification of country or region is based on geographical proximity.
2. Major countries/regions belonging to each category.
(1) Asia Taiwan, China, South Korea, Thailand, etc.
(2) Europe The Netherlands, etc.
(3) Middle East, North Africa and North America..... Saudi Arabia, Egypt, U.S.A., etc.

2nd Quarter Consolidated Fiscal Period of FY 2010 (April 1, 2009 through September 30, 2009)

	Asia	Europe	Middle East, North Africa and North America	Total
I. Overseas sales (Millions of Yen)	45,157	12,295	8,662	66,116
II. Consolidated sales (Millions of Yen)	-	-	-	172,530
III. Overseas sales as a percentage of consolidated sales (%)	26.2	7.1	5.0	38.3

- (Notes) 1. Classification of country or region is based on geographical proximity.
2. Major countries/regions belonging to each category.
(1) Asia Taiwan, China, South Korea, Thailand, Indonesia, Australia etc.
(2) Europe The Netherlands, etc.
(3) Middle East, North Africa and North America..... Saudi Arabia, Egypt, U.S.A., etc.

- (5) Note Regarding Material Changes in Shareholders' Equity
Not applicable

6. Other Information

(2) Change of Presentation Method

2nd Quarter Consolidated Fiscal Period of Fiscal Year 2010
(April 1, 2009 through September 30, 2009)

(Quarterly Consolidated Statement of Income)

For 2nd quarter consolidated fiscal period of FY 2009, “gain on sale of marketable securities” and “subsidiaries” were independently recognized as part of non-operating income. However, since the amounts of “gain on sale of marketable securities” and “subsidiaries” were less than one hundred twentieth (20/100) of the total amount of non-operating income for 2nd Quarter Consolidated Fiscal Period of FY 2010, such items were booked as part of “others” of non-operating income.

(1) Notes

(Quarterly Consolidated Statement of Income)

(Millions of Yen)

2nd Quarter Consolidated Fiscal Period of FY 2009 (April 1, 2008 through September 30, 2008)	2nd Quarter Consolidated Fiscal Period of FY 2010 (April 1, 2009 through September 30, 2009)
*1 Major items constituting selling, general and administrative expenses	*1 Major items constituting selling, general and administrative expenses
Freight-out expenses 8,702	Freight-out expenses 8,877
Sales promotion costs 17,748	Sales promotion costs 20,166
Advertisement costs 4,665	Advertisement costs 5,313
Salaries and bonuses to employees 5,123	Salaries and bonuses to employees 5,112
Allowance for bonuses transferred 1,537	Allowance for bonuses transferred 1,634
Employee retirement benefits 549	Employee retirement benefits 719
Depreciation charges 1,109	Depreciation charges 988