

Notice on the Revised Forecast for Consolidated and Non-Consolidated Earnings for First Half of FY2006

SHIKOKU COCA·COLA BOTTLING CO., LTD. announces that in light of recent business results, it has revised its consolidated and non-consolidated financial projections for the first half of fiscal 2006 (April 1, 2006 to March 31, 2007), previously announced on May 9, 2006 during the announcement of results for fiscal 2005, which ended on March 31.

1. Revision of the forecast consolidated results for the first half of FY 2006 (April 1, 2006 - September 30, 2006)
(Unit: Million yen)

	Sales	Operating Income	Ordinary Income	Interim Net Income
Original forecast (A)	32,000	1,800	1,850	1,000
Revised forecast (B)	29,800	1,070	1,200	630
Increase / decrease (B-A)	-2,200	-730	-650	-370
Percentage Increase / decrease (%)	-6.9	-40.6	-35.1	-37.0
(Ref.) Actual results for the previous interim term (FY2005)	31,809	1,765	1,828	813

2. Revision of the forecast non-consolidated results for the first half of FY 2006 (April 1, 2006 - September 30, 2006)

(Unit: Million yen)

	Sales	Operating Income	Ordinary Income	Interim Net Income
Original forecast (A)	27,500	1,100	1,500	850
Revised forecast (B)	25,300	520	920	580
Increase / decrease (B-A)	-2,200	-580	-580	-270
Percentage Increase / decrease (%)	-8.0	-52.7	-38.7	-31.8
(Ref.) Actual results for the previous interim term (FY2005)	27,161	1,078	1,451	734

3. Reasons for the revision

(1) Consolidated results

The forecast has been revised primarily because of the revision of the non-consolidated results.

(2) Non-consolidated results

Sales for the first half of the current term are expected to be lower than originally projected because of the slowdown in unit sales as a result of adverse weather and rising market competition.

We strove to slash expenses to offset the decline in profits attributable to lower sales. However, we anticipate that operating income, ordinary income and net income for the first half of the current term will be lower than originally projected.

Consolidated and non-consolidated full-year projections for fiscal 2006 (April 1, 2006 to March 31, 2007) are expected to be announced on November 7, 2006 during the announcement of the results for the first half of fiscal 2006.