

For Immediate Release (Translation only)

Company name: Alps Electric Co., Ltd
 President: Masataka Kataoka
 (Code 6770, TSE 1st Section)
 Inquiries to: Yasuhiro Nakai, Senior Manager
 CSR Dept.
 TEL (03)5499-8026(IR Direct)

Official Announcement Regarding Revisions to Financial Results Forecast

We hereby announce, as follows, a revision to our consolidated financial results forecast for the Fiscal Year 2010 ("FY2010" - April 1, 2010 through March 31, 2011) which was released on May 12, 2010.

1. Revisions to the Consolidated Financial Results Forecast

(1) Forecast of FY2010 – 1H (Apr. 1, 2010 through Sep. 30, 2010)

(Unit: "Millions of yen" except information of per share, %)

	(A) Forecast (May. 12, 2010)	(B) Forecast (Aug. 6, 2010)	(B) - (A)	(B) / (A)	Ref. FY2009 -1H (Apr. 09 - Sep. 09)
Net Sales	260,000	274,000	14,000	5.4%	236,988
Operating Income	10,000	14,000	4,000	40.0%	-7,617
Ordinary Income	9,000	9,500	500	5.6%	-9,466
Net Income	5,000	5,000	0	0.0%	-9,602
Basic earnings per share	27.90	27.90	-----	-----	-53.58

(2) Forecast of FY2010 (Apr. 1, 2010 through Mar. 31, 2011)

(Unit: "Millions of yen" except information of per share, %)

	(A) Forecast (May. 12, 2010)	(B) Forecast (Aug. 6, 2010)	(B) - (A)	(B) / (A)	Ref. FY2009 (Apr. 09 - Mar. 10)
Net Sales	520,000	535,000	15,000	2.9%	493,639
Operating Income	24,000	26,500	2,500	10.4%	4,742
Ordinary Income	21,500	21,500	0	0.0%	1,676
Net Income	14,000	14,000	0	0.0%	570
Basic earnings per share	78.11	78.11	-----	-----	3.18

2. Reasons for Revisions

Although the status of the surrounding business environment is still uncertain due to the influence of Europe's economic stagnation, changes in the exchange rate and the sudden increase in the cost of raw materials, underlying orders received have been comparatively favorable. Accordingly, we anticipate that total consolidated results for the second fiscal quarter will exceed initial expectations and are revising the forecast as listed above. In regards to our forecast of the fiscal year's consolidated financial results, at this point we are reviewing and revising the second half of the financial period's exchange rate only, as the exchange rate has led to a higher valued yen than originally planned at the beginning of the period.

Accordingly, we hereby revise net sales, operating income, ordinary income and net income forecasted among the consolidated financial results announced on May 12, 2010.

<< Note >>

1. FX rates

For the results

FY2010-1Q are USD=92.01JPY, EUR=116.99JPY

For the estimation

FY2010-2Q are USD=86.00JPY, EUR=110.00JPY, FY2010-2H are USD=86.00JPY, EUR=110.00JPY

2. Segment Information

< Forecast FY2010 – 1H >

(Millions of yen, %)

Net Sales	(A) Forecast (May. 12, 2010)	(B) Forecast (Aug. 6, 2010)	(B) - (A)	(B) / (A)
Electronic Components	143,000	152,000	9,000	6.3%
Audio Equipment	91,000	96,000	5,000	5.5%
Logistics	23,000	23,000	0	0.0%
Others	3,000	3,000	0	0.0%
Total	260,000	274,000	14,000	5.4%

(Millions of yen, %)

Operating Income	(A) Forecast (May. 12, 2010)	(B) Forecast (Aug. 6, 2010)	(B) - (A)	(B) / (A)
Electronic Components	5,000	6,500	1,500	30.0%
Audio Equipment	3,500	5,500	2,000	57.1%
Logistics	1,800	1,800	0	0.0%
Others	0	0	0	0.0%
Segment adjustment	-300	200	-----	-----
Total	10,000	14,000	4,000	40.0%

<Forecast FY2010>

(Millions of yen, %)

Net Sales	(A) Forecast (May. 12, 2010)	(B) Forecast (Aug. 6, 2010)	(B) - (A)	(B) / (A)
Electronic Components	286,000	293,000	7,000	2.4%
Audio Equipment	178,000	188,000	10,000	5.6%
Logistics	47,000	47,000	0	0.0%
Others	9,000	7,000	-2,000	-22.2%
Total	520,000	535,000	15,000	2.9%

(Millions of yen, %)

Operating Income	(A) Forecast (May. 12, 2010)	(B) Forecast (Aug. 6, 2010)	(B) - (A)	(B) / (A)
Electronic Components	14,000	14,000	0	0.0%
Audio Equipment	6,000	8,500	2,500	41.7%
Logistics	4,000	4,000	0	0.0%
Others	300	200	-100	-33.3%
Segment adjustment	-300	-200	-----	-----
Total	24,000	26,500	2,500	10.4%

Disclaimer:

The above forecasts are made using only the data and information currently available to us. Their reliability and accuracy is in no way guaranteed as they may from time to time vary from the actual results.