



November 15, 2007

Company Name: ISEKI & CO., LTD.
 Company Representative: President Seiichiro Gamo
 Company Code: 6310
 Stock Exchange Listing: Tokyo 1st Section, Osaka 1st Section
 Enquiries: Managing Director Susumu Tada
 (Telephone: +81 3 5604 7710)

Notice of Revision on Business Performance Forecast

We would like to promulgate the fact that we have revised the interim and annual business performance forecasts for the Fiscal Year ending March 31, 2008 (April 1, 2007 - March 31, 2008) announced on August 9, 2007.

1. Revised forecasts of the interim business performance for the fiscal year ending March 31, 2008 (April 1, 2007 – September 30, 2007)

1) Forecast of consolidated business performance

	(Millions of yen) (yen)				
	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income per Share
Previous Forecast (A)	72,000	1,000	800	100	0.44
Latest Forecast (B)	71,200	(319)	(377)	(2,200)	(9.74)
Difference (B – A)	(800)	(1,319)	(1,177)	(2,300)	(10.18)
Rate of Change (%)	(1.1%)	—	—	—	—
Actual Results for the Previous Fiscal Year	76,240	2,402	2,314	1,273	5.64

2) Forecast of non-consolidated business performance

	(Millions of yen) (yen)				
	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income per Share
Previous Forecast (A)	41,000	400	500	300	1.33
Latest Forecast (B)	41,313	157	462	(844)	(3.74)
Difference (B – A)	313	(243)	(38)	(1,144)	(5.07)
Rate of Change (%)	0.8%	(60.8%)	(7.6%)	—	—
Actual Results for the Previous Fiscal Year	47,792	1,620	2,038	1,044	4.63

2. Revised forecast of the annual business performance of the fiscal year ending March 31, 2008
(April 1, 2007 – March 31, 2008)

1) Forecast of consolidated business performance

	(Millions of yen)				(yen)
	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income per Share
Previous Forecast (A)	154,000	3,000	2,300	800	3.54
Latest Forecast (B)	149,000	1,100	100	(2,300)	(10.18)
Difference (B – A)	(5,000)	(1,900)	(2,200)	(3,100)	(13.72)
Rate of Change (%)	(3.2%)	(63.3%)	(95.7%)	—	—
Actual Results for the Previous Fiscal Year	153,728	2,243	1,276	18	0.08

2) Forecast of non-consolidated business performance

	(Millions of yen)				(yen)
	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income per Share
Previous Forecast (A)	87,000	600	800	500	2.21
Latest Forecast (B)	86,000	(1,400)	(1,100)	(2,200)	(9.74)
Difference (B – A)	(1,000)	(2,000)	(1,900)	(2,700)	(11.95)
Rate of Change (%)	(1.1%)	—	—	—	—
Actual Results for the Previous Fiscal Year	90,784	744	841	(4,818)	(21.34)

3. Reasons for Revision

1) Forecast of consolidated interim business performance

In terms of sales, mainly because of inactive trends in the domestic agricultural machinery market, domestic sales were lower than the initial forecast. Operating income, ordinary income as well as interim net income ended up with a reduced profit as a result of the effect of smaller gross profits due to declined sales.

2) Forecast of consolidated annual business performance

(Domestic)

We expect the difficult situation will continue in the domestic agricultural market. Under the circumstances, we strive to expand agricultural machinery sales through the active introduction of new products. While there is some sign of a recovery trend in product sales, we revised the forecast downward in light of the current situation.

(Overseas)

In terms of export, while we expect the inventory reduction by an OEM partner in North America to continue until March 2008, we expect solid sales in Europe and Asia will more than compensate for the negative effect.

(2) Operating income – Net income

In terms of profit, we expect a reduced profit mainly due to smaller gross margin by reduced

sales and the effect of deferred asset reversal.

3) Full year non-consolidated performance forecast

In terms of profit, we expect a reduced profit due to smaller gross margin by reduced sales coupled with the expectation for continued difficult situation in the domestic agricultural machinery market.

Note: The above forecasts were based on currently available information which contains a number of uncertain elements that could effect future financial performances. Actual results could differ considerably depending on a variety of factors hereafter.