

FACT SHEET

Year Ended March 31, 2009

PROTO CORPORATION

Securities Code: 4298

CONTENTS

Corporate Data	2
Stock Information	3
Corporate History	3
Business Overview	4
Business Process	4
Japanese Car Market	5
Financial Highlights (Consolidated)	6
Financial Highlights	6
Per Share Data	6
Profitability Index	6
Consolidated Balance Sheets	7
Consolidated Statements of Income	9
Consolidated Statements of Cash Flows	10
Sales Breakdown Information	10
By Segment	10
By Region	10
Financial Highlights (Non-Consolidated)	11
Non-Consolidated Balance Sheets	12
Non-Consolidated Statements of Income	14
(Reference Data) Consolidated Quaterly Financial Summary	16
Summary of Statements of Income	16

Corporate Data (As of March 31, 2009)

Corporate Name

PROTO CORPORATION

Founded

October 1, 1977

Established

June 1, 1979

Common Stock

¥1,824,620 thousand

Shares Outstanding

10,470,000

Head Offices

<NAGOYA> 1-23-14, Aoi, Naka-ku, Nagoya 460-0006, Japan

<TOKYO> 2-22-2, Hongo, Bunkyo-ku, Tokyo 113-0033, Japan

Branch Offices

Sapporo, Sendai, Kita-Kanto, Tokyo, Hamamatsu, Hokuriku, Nagoya, Osaka, Hiroshima, Fukuoka, Kumamoto

(50 Sales Outlets Nationwide/2 Head Offices, 11 Branch Offices, 37 Sales Offices; As of April 1, 2009)

Fiscal Year-end

March 31

Board of Directors and Statutory Auditors

Chairman and Chief Executive Officer: Hiroichi Yokoyama

President and Chief Operating Officer: Tatsuzo Irikawa

Vice President: Minoru Saito

Managing Director: Motohisa Yokoyama

Managing Director: Fujio Iimura

Managing Director: Atsuya Okimura

Director: Susumu Kuramoto

Director: Mitsuhiro Munehira

Director: Toru Shiraki

Director: Shigeyoshi Shimizu

Director: Kenji Kamiya

Standing Statutory Auditor: Kenichi Mizuno

Statutory Auditor: Wataru Shiomi

Statutory Auditor: Yoshio Arima

Number of Employees

Consolidated: 716 (Parent: 607)

Stock Exchange Listing

JASDAQ (Listed on September 12, 2001)

URL

<http://www.proto-g.co.jp/>

Subsidiary

REPAIR-TECH INC.

(Publisher of information magazines for automobile repair industry; development/sale of automobile repair estimation software)

MARS FLAG Corporation

(Design/creation of Internet-related systems)

PROTO DATA CENTER

(Data processing service of information-database)

GOO AUTO EXCHANGE INC.

(Support service for export of used cars)

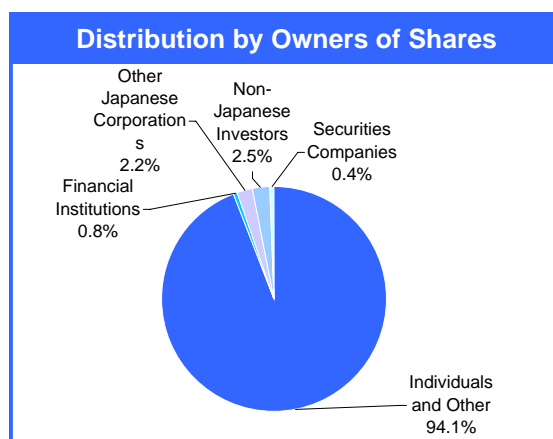
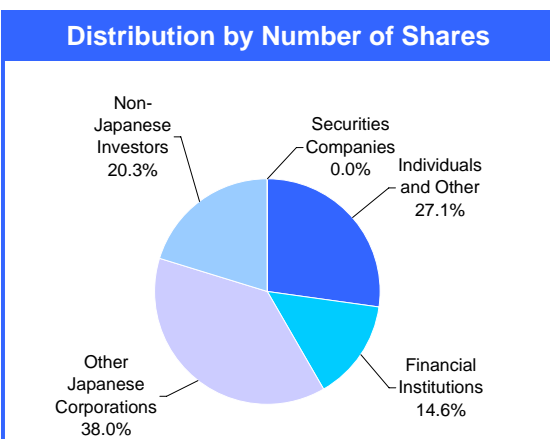
PROTO (SHANGHAI) ADVERTISING CO., LTD

(Market research covering automobile and Internet-related markets)

PROTO (SHANGHAI) BROKERAGE CO., LTD

(Intermediation service of used car buying and selling)

Distribution of Shareholders



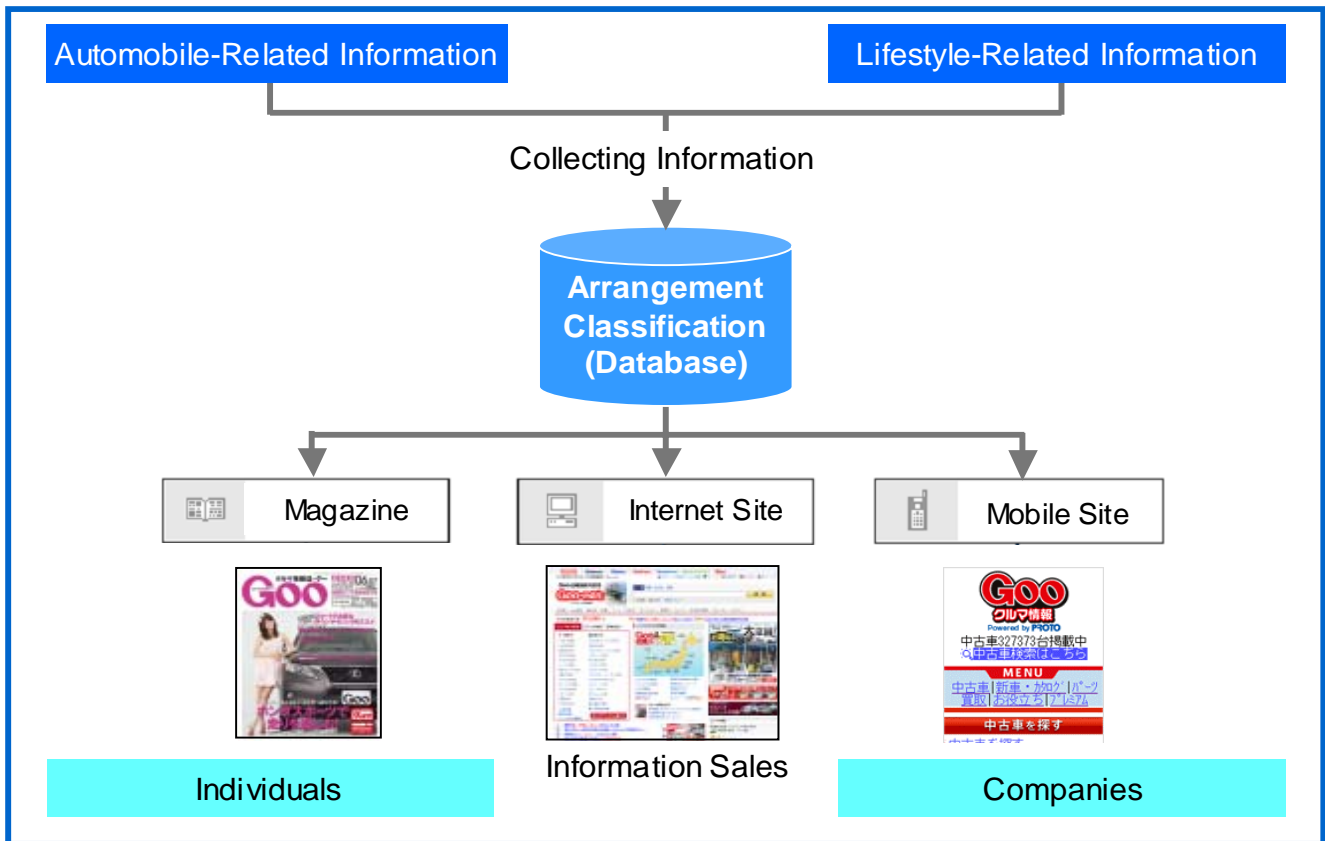
Major Shareholders

Shareholder	Number of Shares Held (Thousand)	Ownership(%)
(1) Mugen Corporation	3,330	31.81
(2) Japan Trustee Services Bank, Ltd. (Trust Account)	867	8.28
(3) Hiroichi Yokoyama	822	7.85
(4) Yoshihiro Yokoyama	486	4.64
(5) JPMCB Omnibus US Pension Treaty Jasdec 380052	466	4.45
(6) CBHK Gogent Hunterhall GL Ethic	307	2.93
(7) JP Morgan Chase Bank 385065	280	2.67
(8) The Master Trust Bank of Japan, Ltd. (Trust Account)	190	1.81
(9) Mellon Bank, N.A. as Agent for Its Client Mellon Omnibus US Pension	176	1.68
(10) Minoru Saito	169	1.61

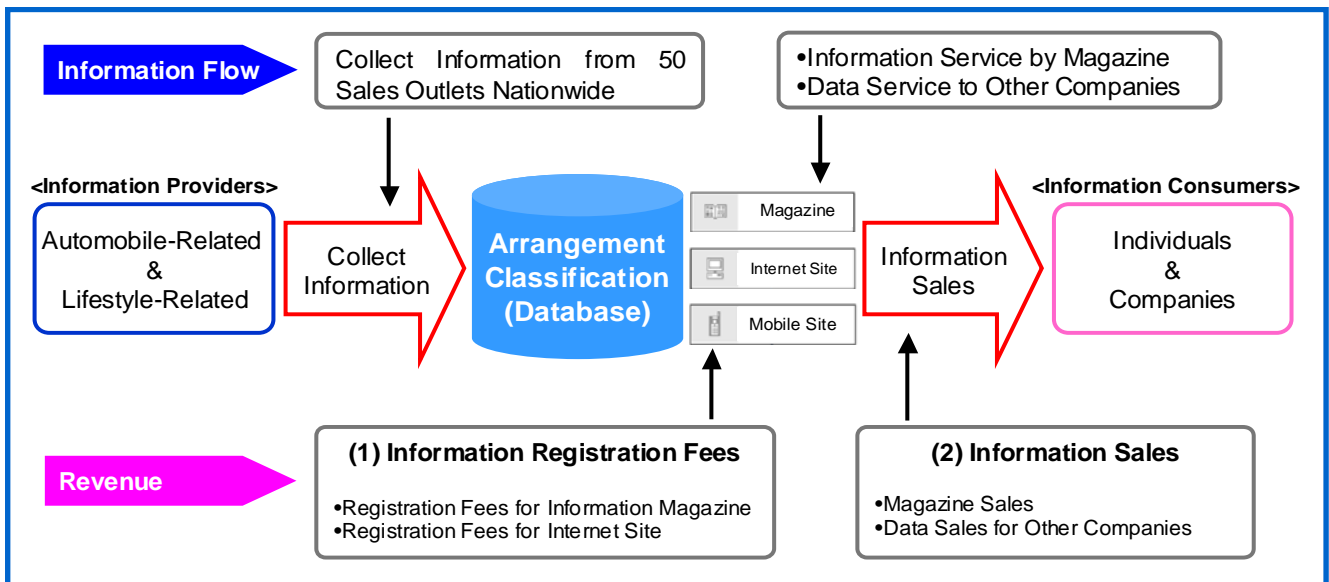
Corporate History

October, 1977	"Used Vehicle Tsushin" (now "Goo") launched
June, 1979	Project Eight Corporation (now PROTO Corporation) established
August, 1985	"Auction Information Weekly" launched
October, 1992	"Used Vehicle Tsushin" name changed to "Goo"
December, 1992	"Goo Osaka Edition" launched, marking start of nationwide expansion
October, 1995	"Goo Tokyo Metropolitan Area Edition" launched
April, 1996	"Data Line" used car data search system developed, marking launch of information service
October, 1996	Used vehicle information search site "Goo-net" marks start of online information service
October, 1999	"Blue Book" guide to used vehicle prices launched
October, 1999	Starts providing automobile-related information as an official i-Mode site in collaboration with NTT DOCOMO
August, 2001	"Goo Bike" information magazine launched
March, 2002	"Goo Parts" car parts information magazine launched
August, 2002	"Vee SCHOOL" launched, marking entry to cultural-related information business
August, 2006	"Goo-net Auction" launched as a C-to-B used vehicle trading service
October, 2006	"Oasis Navi" launched as online information search site for nursing homes
July, 2007	"Kaigo Kyujin Navi" launched as recruiting/outplacement information service for nursing, medical, and welfare facilities

Business Overview



Business Process



The diagram above graphically illustrates the components of PROTO's business process.

First, we collect automobile- and lifestyle-related information from information providers. Then, we arrange and classify this information.

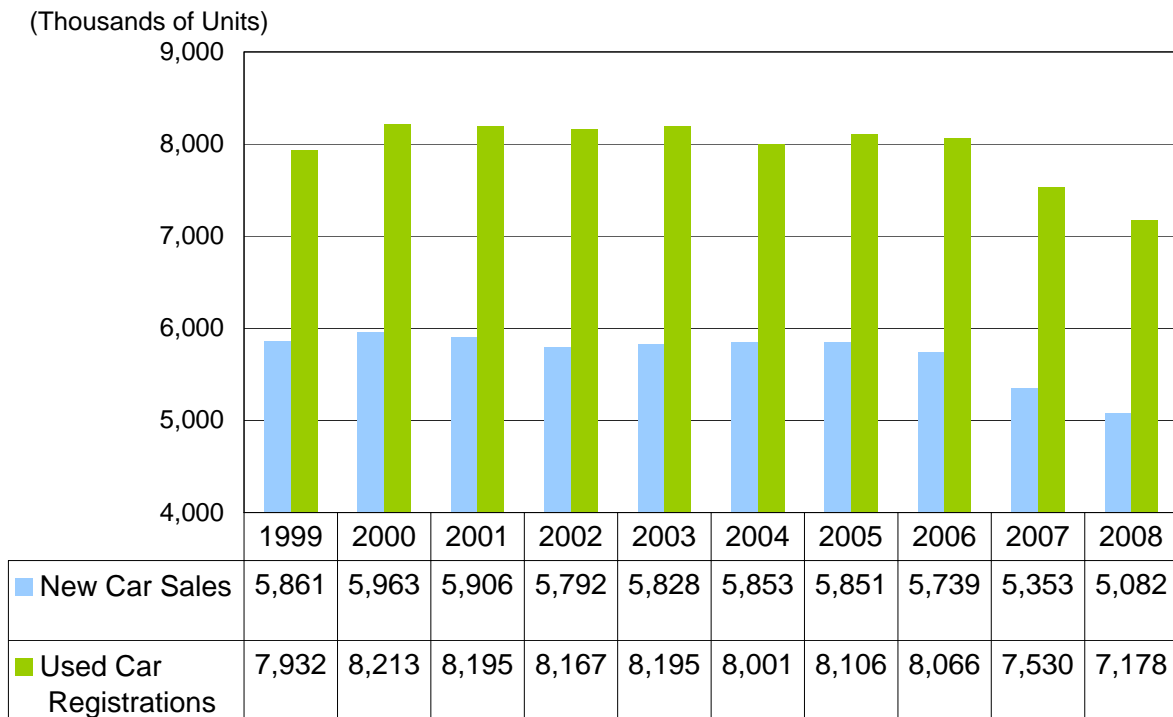
Finally, we provide this information to information consumers via information magazines and Internet sites.

PROTO has two revenue sources: (1) Information registration fees, and (2) Information sales.

Information providers pay information registration fees for their information to appear in magazines and on Internet sites. We earn revenue by posting this information in magazines and on Internet sites.

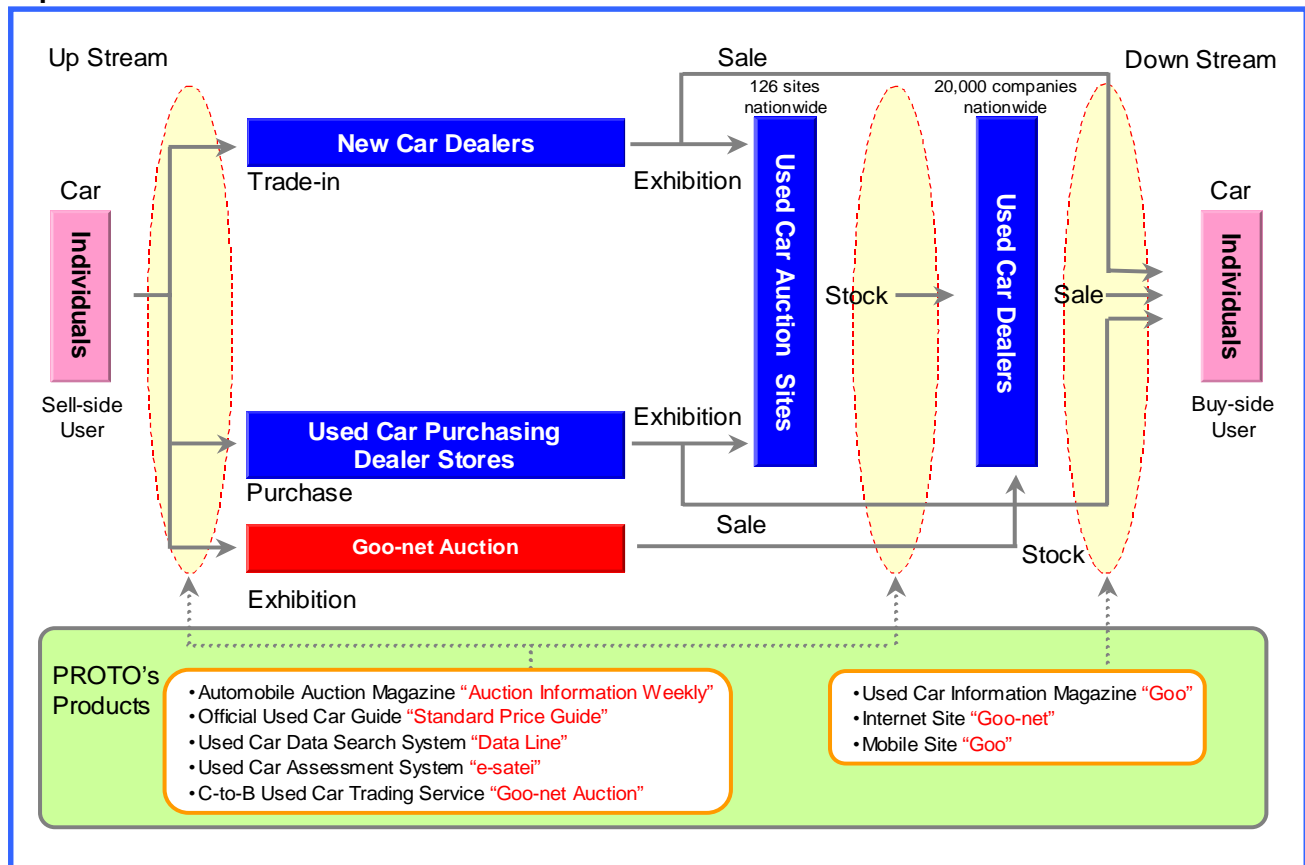
Japanese Car Market

Annual Trends in New Car Sales and Used Car Registrations (Calendar Years)



Note: Data from Japan Auto Dealers Association and Japan Mini Vehicles

Japanese Used Car Circulation and PROTO's Products



Financial Highlights (Consolidated) For the years ended March 31

Financial Highlights

(Thousands of Yen)

	2006	2007	2008	2009	2010(Est)
Net Sales	19,952,511	21,238,785	22,893,978	23,657,565	27,000,000
Operating Income	2,010,373	2,988,772	3,771,517	5,384,741	6,000,000
Ordinary Income	1,987,622	3,136,853	3,837,768	5,400,297	6,001,617
Net Income	598,118	1,766,081	1,838,008	3,187,129	3,504,234
Net Assets	9,589,110	11,305,128	12,434,185	14,865,078	-
Total Assets	16,218,762	17,924,093	19,023,424	21,608,731	-
Common Stock	1,824,620	1,824,620	1,824,620	1,824,620	1,824,620
Shares Outstanding at Year-End	8,725,000	10,470,000	10,470,000	10,470,000	10,470,000
Number of Employees	622	650	685	716	784

Per Share Data

(Yen)

	2006	2007	2008	2009	2010(Est)
Earnings Per Share (EPS)	66.13	168.78	175.69	304.67	334.99
Book-value Per Share (BPS)	1,097.22	1,042.41	1,176.24	1,413.52	-
Annual Cash Dividends	20	30	50	70	70

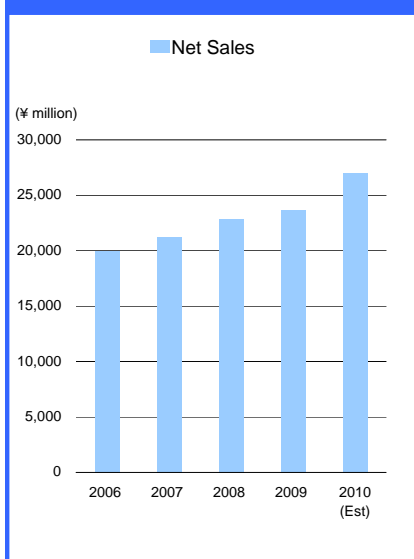
Profitability Index

	2006	2007	2008	2009	2010(Est)
Operating Income Ratio	10.2%	14.1%	16.5%	22.8%	22.2%
Return on Equity (ROE)*1	6.4%	17.2%	15.8%	23.5%	-
Return on Asset (ROA)*2	12.7%	18.4%	20.8%	26.6%	-

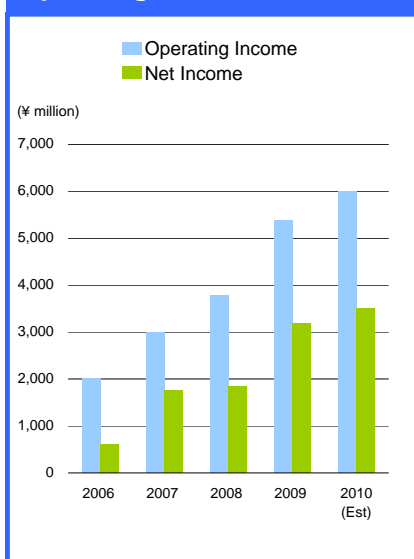
*1 ROE:Net Income/Equity Capital

*2 ROA:Ordinary Income/Net Asset

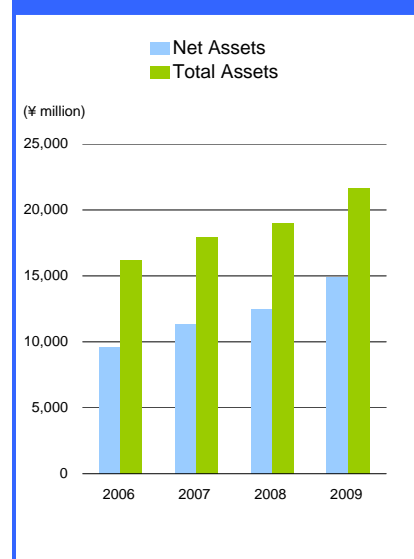
Net Sales



Operating Income/Net Income



Net Assets/Total Assets



Consolidated Balance Sheets

As of March 31

	(Thousands of Yen)		
	2007	2008	2009
<Assets>			
Current Assets			
Cash	7,722,034	9,135,447	9,257,401
Notes and accounts receivable-trade	2,713,232	2,739,587	2,395,830
Inventory assets	74,794	44,392	-
Finished goods and merchandise	-	-	13,440
Work in process	-	-	45,518
Raw materials and supplies	-	-	10,418
Deferred tax assets	105,918	96,918	141,898
Other current assets	245,936	282,247	175,469
Allowance for doubtful accounts	(3,633)	(3,223)	(1,884)
Total Current Assets	10,858,282	12,295,370	12,038,093
Fixed Assets			
Tangible Fixed Assets			
Buildings and structures	1,881,906	1,782,191	3,341,275
Land	2,174,459	2,174,459	3,900,031
Other tangible fixed assets	165,364	255,829	77,103
Total Tangible Fixed Assets	4,221,730	4,212,480	7,318,411
Intangible Fixed Assets			
Goodwill	147,899	72,996	132,531
Other intangible fixed assets	198,914	189,185	161,442
Total Intangible Fixed Assets	346,814	262,181	293,973
Investments and Other Assets			
Investments in securities	820,604	588,689	438,254
Deferred tax assets	421,605	383,685	493,608
Other investments	1,283,464	1,307,264	1,055,711
Allowance for doubtful accounts	(28,408)	(26,246)	(29,320)
Total Investments and Other Assets	2,497,266	2,253,392	1,958,253
Total Fixed Assets	7,065,810	6,728,054	9,570,637
Total Assets	17,924,093	19,023,424	21,608,731

Consolidated Balance Sheets

As of March 31

(Thousands of Yen)

	2007	2008	2009
<Liabilities>			
Current Liabilities			
Notes and accounts payable-trade	1,872,186	1,744,157	727,180
Accrued expenses	871,168	906,533	1,239,363
Accrued income taxes	1,098,828	980,655	1,245,439
Advances received	1,848,059	1,987,442	2,121,637
Allowance for sales returns	45,638	54,224	51,357
Allowance for bonus payable	28,243	36,378	35,440
Other current liabilities	293,947	286,541	747,009
Total Current Liabilities	6,058,072	5,995,932	6,167,427
Long-Term Liabilities			
Deferred tax liabilities	1,247	1,566	-
Allowance for employee' retirement benefits	23,840	27,049	-
Allowance for directors' retirement benefits	183,537	191,858	194,600
Negative goodwill	-	33,067	41,465
Other long-term liabilities	352,266	339,765	340,159
Total Long-Term Liabilities	560,892	593,306	576,224
Total Liabilities	6,618,965	6,589,239	6,743,652
<Net Assets>			
Shareholders' Equity			
Common stock	1,824,620	1,824,620	1,824,620
Capital surplus	2,011,536	2,011,536	2,011,623
Other surplus	7,020,461	8,439,991	10,999,460
Treasury stock	(7,396)	(10,385)	(11,778)
Total Shareholders' Equity	10,849,221	12,265,761	14,823,925
Valuation and Translation Adjustments			
Unrealized losses on other securities, net of tax	28,200	6,154	(27,143)
Foreign exchange adjustment account	28,659	32,952	(10,412)
Total Valuation and Translation Adjustments	56,859	39,106	(37,556)
Minority Interests			
	399,047	129,317	78,708
Total Net Assets	11,305,128	12,434,185	14,865,078
Total Liabilities and Net Assets	17,924,093	19,023,424	21,608,731

Consolidated Statements of Income

For the years ended March 31

	(Thousands of Yen)		
	2007	2008	2009
Net Sales	21,238,785	22,893,978	23,657,565
Cost of Sales	9,582,174	9,964,422	9,067,679
Reversal of allowance for sales returns	47,292	45,638	54,224
Provision for allowance for sales returns	45,638	54,224	51,357
Gross Profit	11,658,264	12,920,970	14,592,753
Selling, General and Administrative Expenses			
Salaries for directors and employees	3,540,252	3,687,881	3,852,335
Provision for allowance for directors' retirement benefits	14,696	15,434	15,087
Provision for allowance for bonus payable	21,091	25,653	25,951
Advertising	1,396,267	1,652,429	1,682,071
Provision for allowance for doubtful accounts	11,309	10,209	20,594
Amortization of goodwill	124,276	77,156	36,167
Others	3,561,597	3,680,688	3,575,804
Total Selling, General and Administrative Expenses	8,669,491	9,149,452	9,208,011
Operating Income	2,988,772	3,771,517	5,384,741
Non-Operating Income			
Interest income	6,270	6,064	11,104
Dividend received	11,768	15,368	14,085
Income from sales of used paper	12,024	25,078	31,903
Amortization of negative goodwill	-	-	7,403
Gain on investments in anonymous association	73,618	10,760	17,820
Other income	72,668	38,468	12,710
Total Non-Operating Income	176,349	95,739	95,027
Non-Operating Expenses			
Interest expenses of loans	1,245	271	-
Investment losses of business association	-	21,597	76,433
Other expenses	27,023	7,620	3,036
Total Non-Operating Expenses	28,268	29,488	79,470
Total Ordinary Income	3,136,853	3,837,768	5,400,297
Extraordinary Income			
Gains from sales of fixed assets	4,207	316	67
Gains from sales of securities	297,512	-	13,328
Gains from sales of shares in affiliates	35,781	89,043	-
Gains from the prior-term adjustments	49,705	-	50,649
Other extraordinary income	-	1,825	-
Total Extraordinary Income	387,206	91,186	64,045
Extraordinary Losses			
Losses from sales of fixed assets	-	12,572	1,423
Losses from disposals of fixed assets	29,783	56,410	52,698
Impairment losses	26,048	-	52,440
Losses from write-down of securities	408,000	186,764	152,775
Losses from sales of shares in affiliates	-	-	35,509
Losses on dissolution of lease	1,814	6,300	-
Other expenses	25,533	2,120	33,799
Total Extraordinary Losses	491,178	264,167	328,647
Income before Income Taxes	3,032,881	3,664,786	5,135,695
Income Taxes	1,586,303	1,753,911	2,131,858
Adjustment of Corporate Income Tax	(268,094)	62,283	(133,757)
Total Taxes	1,318,209	1,816,194	1,998,101
Minority Interest in Earnings/Losses	(51,410)	10,583	(49,536)
Net Income	1,766,081	1,838,008	3,187,129

Consolidated Statements of Cash Flows For the years ended March 31

	(Thousands of Yen)		
	2007	2008	2009
Cash Flows from Operating Activities	2,158,790	2,321,062	3,750,071
Cash Flows from Investing Activities	269,013	(474,785)	(2,949,230)
Cash Flows from Financing Activities	(300,197)	(437,635)	(624,407)
Effect of Exchange Rate Changes	28,473	6,871	(54,479)
Net Increase in Cash and Cash Equivalents	2,156,079	1,415,513	121,953
Cash and Cash Equivalents at Beginning of Year	5,413,854	7,569,934	8,985,447
Cash and Cash Equivalents at End of Year	7,569,934	8,985,447	9,107,401
Capital Expenditures (Tangible Fixed Assets)	136,289	193,818	3,330,679
Depreciation (Tangible Fixed Assets)	178,038	160,539	160,080

Sales Breakdown Information

By Segment

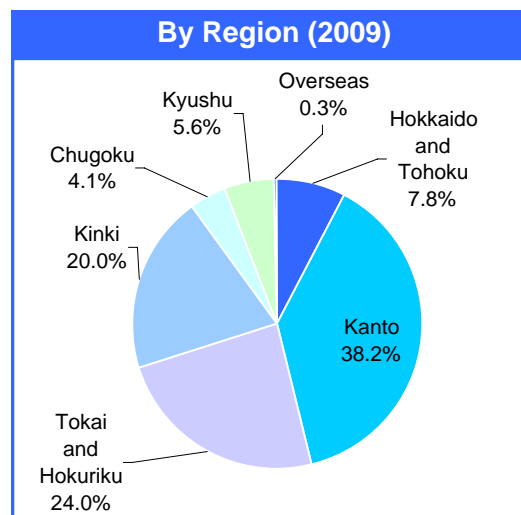
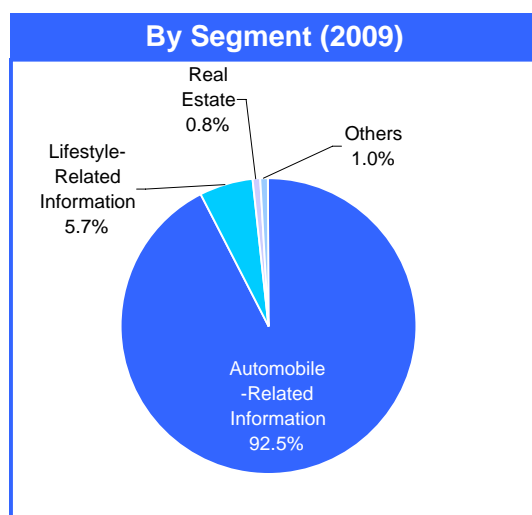
(Thousands of Yen)

	2007	2008	2009
Automobile-Related Information	20,138,485	21,546,114	21,889,838
Information Registration Fees	17,359,568	18,400,445	18,872,375
Information Sales	2,778,917	3,145,669	3,017,463
Lifestyle-Related Information	675,853	882,076	1,345,402
Real Estate	160,644	174,673	194,816
Others	263,801	291,112	227,507
Total	21,238,785	22,893,978	23,657,565

By Region

(Thousands of Yen)

	2007	2008	2009
Hokkaido and Tohoku	1,647,647	1,788,265	1,850,959
Kanto	7,307,895	8,398,288	9,045,528
Tokai and Hokuriku	5,663,233	5,819,980	5,685,479
Kinki	4,439,514	4,694,877	4,734,238
Chugoku	848,565	918,429	972,744
Kyushu	1,211,241	1,163,350	1,310,545
Overseas	120,686	110,786	58,068
Total	21,238,785	22,893,978	23,657,565



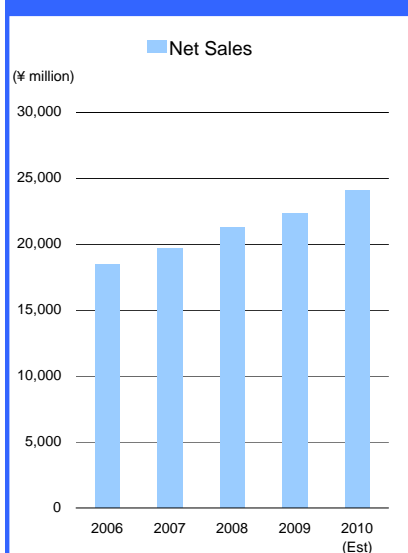
Financial Highlights (Non-Consolidated)

For the years ended March 31

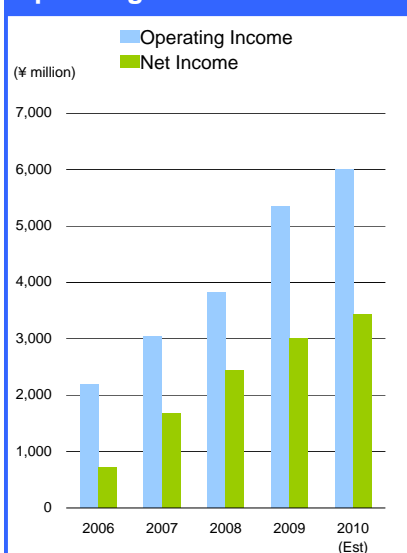
(Thousands of Yen)

	2006	2007	2008	2009	2010(Est)
Net Sales	18,492,257	19,657,320	21,273,359	22,328,662	24,050,000
Operating Income	2,192,936	3,040,309	3,829,771	5,351,077	6,000,000
Ordinary Income	2,164,947	3,153,844	3,897,249	5,361,578	6,002,000
Net Income	714,569	1,680,747	2,429,452	3,007,682	3,434,476
Net Assets	9,759,858	10,964,627	12,950,564	15,295,984	—
Total Assets	13,501,089	15,219,691	17,041,396	20,225,356	—
Common Stock	1,824,620	1,824,620	1,824,620	1,824,620	1,824,620
Shares Outstanding at Year-End	8,725,000	10,470,000	10,470,000	10,470,000	10,470,000
Number of Employees	504	544	577	607	664

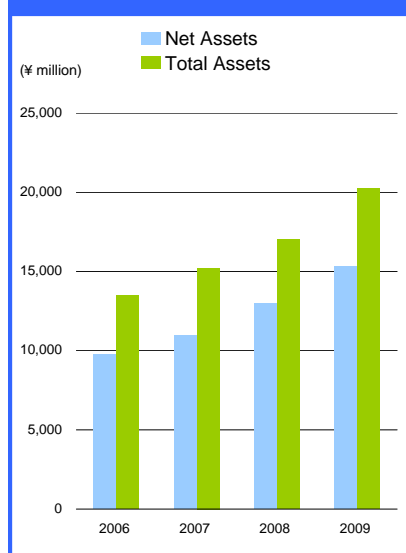
Net Sales



Operating Income/Net Income



Net Assets/Total Assets



Non-Consolidated Balance Sheets

As of March 31

	(Thousands of Yen)		
	2007	2008	2009
<Assets>			
Current Assets			
Cash	5,347,881	6,982,150	6,919,684
Notes and accounts receivable-trade	92,110	93,990	69,657
Accounts receivable-trade	1,824,187	1,799,036	2,177,404
Finished goods	821	300	-
Finished goods and merchandise	-	-	3,491
Work in process	17,729	2,666	17,194
Supplies	7,539	6,273	-
Raw materials and supplies	-	-	7,377
Prepaid express	89,341	104,475	138,690
Deferred tax assets	99,452	96,542	141,898
Other current assets	133,618	154,810	39,425
Allowance for doubtful accounts	(1,533)	(848)	(1,015)
Total Current Assets	7,611,150	9,239,398	9,513,808
Fixed Assets			
Tangible Fixed Assets			
Buildings	1,486,171	1,394,630	2,906,859
Structures	30,229	26,367	108,825
Vehicles and automotive equipment	17,809	12,549	8,508
Tools, furniture and fixtures	52,387	45,890	55,047
Land	1,922,671	1,922,671	3,648,243
Construction in progress	-	130,000	-
Total Tangible Fixed Assets	3,509,268	3,532,109	6,727,484
Intangible Fixed Assets			
Goodwill	-	10,400	132,330
Trademark rights	220	140	60
Software	40,623	54,568	78,408
Telephone rights	22,009	22,369	23,818
Total Intangible Fixed Assets	62,853	87,478	234,617
Investments and Other Assets			
Investments in securities	820,604	588,689	438,254
Shares in affiliates	1,229,613	1,507,226	1,321,255
Investments in capital	-	-	168,232
Investments in affiliates	500,000	500,000	281,300
Bankrupt credit	8,964	10,699	15,611
Long-term prepaid expenses	11,798	13,557	23,515
Lease deposits and guarantee money	120,285	144,219	141,506
Long-term time deposits	900,000	900,000	-
Deferred tax assets	448,143	521,306	720,415
Other investments	18,646	20,001	668,067
Allowance for doubtful accounts	(21,637)	(23,290)	(28,711)
Total Investments and Other Assets	4,036,418	4,182,408	3,749,445
Total Fixed Assets	7,608,540	7,801,997	10,711,548
Total Assets	15,219,691	17,041,396	20,225,356

Non-Consolidated Balance Sheets

As of March 31

	(Thousands of Yen)		
	2007	2008	2009
<Liabilities>			
Current Liabilities			
Notes payable-trade	497,765	488,685	-
Accounts payable-trade	701,923	678,716	825,614
Accounts payable-trade	5,913	2,708	480,009
Accrued expenses	801,579	765,849	958,746
Accrued income taxes	1,035,160	938,109	1,241,833
Accrued consumption taxes	96,338	125,550	52,048
Advances received	715,644	647,318	601,609
Deposits received	142,214	129,953	162,919
Allowance for sales returns	45,638	54,224	51,357
Other current liabilities	90	678	131
Total Current Liabilities	4,042,270	3,831,793	4,374,270
Long-Term Liabilities			
Allowance for directors' retirement benefits	157,900	166,000	175,000
Negative goodwill	-	33,067	41,465
Other long-term liabilities	54,893	59,970	338,636
Total Long-Term Liabilities	212,793	259,037	555,102
Total Liabilities	4,255,063	4,090,831	4,929,372
<Net Assets>			
Shareholders' Equity			
Common stock	1,824,620	1,824,620	1,824,620
Capital surplus			
Capital reserve	2,011,536	2,011,536	2,011,536
Other capital surplus	-	-	87
Total capital surplus	2,011,536	2,011,536	2,011,623
Retained earnings			
Appropriation of retained earnings	254,155	254,155	254,155
Other retained earnings			
General reserve	5,200,000	6,500,000	8,500,000
Retained earnings brought forward + net income	1,653,512	2,364,485	2,744,507
Total retained earnings	7,107,667	9,118,640	11,498,662
Treasury stock	(7,396)	(10,385)	(11,778)
Total Shareholders' Equity	10,936,427	12,944,410	15,323,127
Valuation and Translation Adjustments			
Unrealized losses on other securities, net of tax	28,200	6,154	(27,143)
Total Valuation and Translation Adjustments	28,200	6,154	(27,143)
Total Net Assets	10,964,627	12,950,564	15,295,984
Total Liabilities and Net Assets	15,219,691	17,041,396	20,225,356

Non-Consolidated Statements of Income

For the years ended March 31

	(Thousands of Yen)		
	2007	2008	2009
Net Sales	19,657,320	21,273,359	22,328,662
Cost of Sales			
Opening inventory of finished goods	235	821	300
Product cost for the term	9,330,335	9,438,653	8,660,358
Total	9,330,571	9,439,475	8,660,659
Ending inventory of finished goods	821	300	3,491
Cost of Sales of finished goods	9,329,750	9,439,174	8,657,167
Opening inventory of merchandise	-	-	-
Purchases of merchandise for the term	38,382	219,756	262,347
Total	38,382	219,756	262,347
Ending inventory of merchandise	-	-	-
Cost of sales of merchandise	38,382	219,756	262,347
Other calculation transfer	79,448	80,627	60,121
Total Cost of Sales	9,288,684	9,578,303	8,859,393
Reversal of Allowance for Sales Returns	47,292	45,638	54,224
Provision for Allowance for Sales Returns	45,638	54,224	51,357
Gross Profit	10,370,290	11,686,469	13,472,135
Selling, General and Administrative Expenses			
Salaries for directors	254,008	264,558	307,587
Salaries and bonuses for employees	2,687,934	2,881,190	3,099,895
Provision for allowance for directors' retirement benefits	12,200	12,100	13,700
Advertising	1,409,861	1,630,976	1,659,024
Provision for allowance for doubtful accounts	9,455	8,924	13,168
Sales promotion	319,065	402,824	360,361
Payable commission	355,604	348,075	371,394
Depreciation	61,644	59,897	69,434
Amortization of goodwill	-	-	11,084
Others	2,220,205	2,248,150	2,215,406
Total Selling, General and Administrative Expenses	7,329,980	7,856,698	8,121,057
Operating Income	3,040,309	3,829,771	5,351,077
Non-Operating Income			
Interest income	5,584	3,790	9,451
Dividend received	34,313	40,782	14,085
Income from sales of used paper	12,024	25,078	31,903
Insurance refunds	20,187	9,154	-
Gain on investments in anonymous association	-	-	14,580
Amortization of negative goodwill	-	-	7,403
Other income	44,075	11,301	10,464
Total Non-Operating Income	116,184	90,106	87,888
Non-Operating Expenses			
Investment losses of business association	-	21,597	76,433
Other expenses	2,650	1,031	954
Total Non-Operating Expenses	2,650	22,628	77,388
Total Ordinary Income	3,153,844	3,897,249	5,361,578

Non-Consolidated Statements of Income

For the years ended March 31

	(Thousands of Yen)		
	2007	2008	2009
Extraordinary Income			
Gains from sales of fixed assets	3,843	316	67
Gains from sales of securities	296,512	-	13,328
Gains from sales of shares in affiliates	27,720	84,884	-
Gains from the prior-term adjustments	55,229	-	50,649
Gains from extinctions of embracing shares	-	355,320	108,444
Other extraordinary income	8,218	-	-
Total Extraordinary Income	391,523	440,521	172,489
Extraordinary Losses			
Losses from sales of fixed assets	-	12,572	-
Losses from disposals of fixed assets	11,047	25,580	15,805
Losses from write-down of securities	408,000	186,764	152,775
Losses from write-down of shares in affiliates	-	134,937	101,212
Losses from sales of shares in affiliates	238,731	-	85,128
Losses from write-down of investments in affiliates	-	-	253,700
Impairment losses	-	-	7,551
Losses on dissolution of lease	-	6,300	-
Other expenses	-	170	2,966
Total Extraordinary Losses	657,779	366,325	619,139
Income before Income Taxes	2,887,587	3,971,446	4,914,928
Income Taxes	1,477,500	1,591,800	2,129,000
Adjustment of Corporate Income Tax	(270,660)	(49,806)	(221,754)
Total Taxes	1,206,840	1,541,994	1,907,246
Net Income	1,680,747	2,429,452	3,007,682

(Reference Data) Consolidated Quaterly Financial Summary

Summary of Statements of Income					For the years ended March 31				(Thousands of Yen)
	2008				2009				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	
Net Sales	5,644,599	5,700,815	5,899,251	5,649,311	5,797,198	5,971,154	5,908,351	5,980,860	
Auto-Related Information	5,326,673	5,366,503	5,553,972	5,298,965	5,455,526	5,574,496	5,422,011	5,437,802	
Information Registration Fees	4,508,805	4,600,261	4,740,402	4,550,976	4,686,510	4,875,818	4,633,363	4,676,682	
Information Sales	817,868	766,241	813,570	747,989	769,016	698,677	788,648	761,120	
Lifestyle-Related Information	203,360	222,338	221,053	235,324	247,931	296,536	364,920	436,014	
Real Estate	44,305	43,930	43,527	42,910	43,826	50,652	50,459	49,877	
Others	70,259	68,043	80,698	72,111	49,914	49,467	70,960	57,165	
Cost of Sales	2,447,509	2,598,930	2,570,237	2,356,330	2,192,657	2,265,986	2,272,666	2,333,502	
Gross Profit	3,197,090	3,101,884	3,329,013	3,292,981	3,604,541	3,705,168	3,635,684	3,647,357	
Selling, General and Administrative Expenses	2,157,840	2,236,955	2,190,401	2,564,255	2,103,254	2,154,425	2,217,921	2,732,410	
Advertising	370,444	428,135	465,982	387,866	313,834	321,608	409,802	636,825	
Others	1,787,395	1,808,820	1,724,418	2,176,388	1,789,420	1,832,816	1,808,118	2,095,584	
Operating Income	1,039,250	864,929	1,138,612	728,725	1,501,287	1,550,743	1,417,763	914,947	
Non-Operating Income	24,275	17,983	29,943	23,536	30,538	18,194	22,700	23,593	
Non-Operating Expenses	3,320	13,767	(5,500)	17,901	14,865	24,125	6,999	33,479	
Ordinary Income	1,060,204	869,145	1,174,056	734,360	1,516,960	1,544,812	1,433,464	905,060	
Extraordinary Income	5,150	85,748	-	286	13,328	50,649	-	67	
Extraordinary Loss	3,039	34,973	6,611	219,544	20,231	2,458	157,976	147,981	
Income before Income Taxes	1,062,316	919,921	1,167,445	515,103	1,510,058	1,593,002	1,275,487	757,146	
Net Income	572,687	366,032	693,555	205,733	906,540	929,527	875,031	476,030	

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