

August 6, 2010

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Listed Company Name: Alps Electric Co., Ltd.  
 Representative: Masataka Kataoka, President  
 Securities Code: 6770 (First Section, Tokyo Stock Exchange)

## Notification of Revisions to Performance Forecasts

Following are revisions to the consolidated performance forecasts announced on May 11, 2010, for the fiscal year ending March 31, 2011 (April 1, 2010 to March 31, 2011), owing to recent performance trends.

### 1. Revisions to Consolidated Performance Forecasts

(1) Revisions to Consolidated Performance Forecasts for the Six Months Ending September 30, 2010  
 (April 1, 2010, to September 30, 2010)

(Millions of yen unless otherwise stated)

	Net Sales	Operating Income (Loss)	Ordinary Income (Loss)	Net Income (Loss)	Net Income (Loss) per Share (Yen)
Previously announced forecasts (A) (Announced May 11, 2010)	92,000	3,500	3,500	2,500	35.84
Revised forecasts (B)	97,000	5,500	4,000	3,500	50.17
Difference (B-A)	5,000	2,000	500	1,000	—
Change (%)	5.4%	57.1%	14.3%	40.0%	—
Reference: Performance for the six months ended September 30, 2009 (April 1, 2009, to September 30, 2009)	76,410	(5,685)	(5,227)	(6,560)	(94.04)

(2) Revisions to Consolidated Performance Forecasts for the Fiscal Year Ending March 31, 2011  
 (April 1, 2010, to March 31, 2011)

(Millions of yen unless otherwise stated)

	Net Sales	Operating Income	Ordinary Income	Net Income (Loss)	Net Income (Loss) per Share (Yen)
Previously announced forecast (A) (Announced May 11, 2010)	180,000	6,000	6,000	4,500	64.50
Revised forecast (B)	190,000	8,500	7,000	5,500	78.84
Difference (B-A)	10,000	2,500	1,000	1,000	—
Change (%)	5.6%	41.7%	16.7%	22.2%	—
Reference: Performance for the fiscal year ended March 31, 2010 (April 1, 2009, to March 31, 2010)	168,586	226	807	(1,249)	(17.92)

## 2. Reason for the Revisions

Consolidated net sales during the first quarter (April 1, 2010, to June 30, 2010) came to ¥49.1 billion, owing to a recovery in sales to automobile manufactures and higher-than-expected sales to domestic after-market. As a result, we now anticipate that first-half and full-year performance will be higher than previously anticipated.

We also expect income to outpace our previous forecasts, in line with higher sales.

We have revised our consolidated first-half and full-year forecasts as a result of the above-mentioned factors.

Second-half and full-year forecasts assume exchange rates of US\$1.00 = ¥86 and €1.00 = ¥110.

### Cautionary Statement:

The forecasts and future projections stated above have been prepared on the basis of the information available as of the date of this announcement. Please be aware that certain uncertainties are inherent, and actual results could differ significantly from forecast figures depending on a variety of factors.