

July 28, 2011

Company Name: Fuji Electric Co., Ltd.

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Code Number: 6504, listed on the first sections of TSE, OSE and NSE; and on FSE

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Announcement Regarding Consolidated Forecasts for the Fiscal Year Ending March 31, 2012

Forecasts for business results for fiscal 2011 were not announced at the time when Fuji Electric Co., Ltd. (the Company) released its Consolidated Financial Report for the fiscal year ended March 31, 2011. However, these forecasts have since been formulated as follows.

1. Consolidated Forecasts for the Fiscal Year Ending March 31, 2012

Consolidated forecast for the first half of the fiscal year ending March 31, 2011 (from April 1, 2011, to September 30, 2011)

(¥ million)

	Net Sales	Operating Income/Loss	Ordinary Income/Loss	Net Income/Loss	Net Income/Loss Per Share
Forecasts	316,000	-8,500	-12,500	-7,000	-9.80 yen
FYR: Results for the first half FYE March 31, 2011	297,489	-11,004	-16,685	1,654	2.31 yen

Consolidated forecast for the fiscal year ended March 31, 2011 (from April 1, 2011, to March 31, 2012)

(¥ million)

	Net Sales	Operating Income/Loss	Ordinary Income/Loss	Net Income/Loss	Net Income/Loss Per Share
Forecasts	730,000	22,000	20,000	12,000	16.79 yen
FYR: Results for the FYE March 31, 2011	689,065	11,917	7,225	15,104	21.14 yen

2. Reason for forecasts

Forecasts for business results for fiscal 2011 were not released with the Company's Consolidated Financial Report for the fiscal year ended March 31, 2011, as it was impossible to rationally estimate the effects of the Great East Japan Earthquake, which occurred March 11, 2011, on business results at that point in time. However, the Company has since formulated forecasts for business results for fiscal 2011 based on the effects of this earthquake and the operating environments of businesses facing management issues. These forecasts are as follows.

The exchange rates are calculated as US\$ 1 = ¥80 and 1 euro = ¥105.

Forecasts for Segments

(¥ billion)

	Fiscal 2010 Actuals		Fiscal 2011 Forecasts		Change	
	Net Sales	Operating Income /Loss	Net Sales	Operating Income /Loss	Net Sales	Operating Income /Loss
Energy	49.5	5.6	63.0	6.3	13.5	0.7
Industrial Systems	81.6	1.6	82.0	2.2	0.4	0.6
Social Systems	134.2	2.8	140.0	5.1	5.8	2.3
Power Electronics	88.1	2.2	100.0	4.1	11.9	1.9
Electronic Devices	125.9	-2.0	131.8	3.3	5.9	5.3
ED&C Components	65.5	2.9	70.0	4.0	4.5	1.1
Vending Machines	85.8	0.4	79.0	1.4	-6.8	1.0
Others	115.9	2.1	117.5	1.7	1.6	-0.4
Elimination/Corporate	-57.4	-3.4	-53.3	-6.1	4.1	-2.7
Total	689.1	11.9	730.0	22.0	40.9	10.1

In the Energy segment, we are anticipating delays in orders as a result of the earthquake. However, we will work to increase orders for thermal and geothermal power facilities in Asian as well as in Near and Middle Eastern markets, while also supporting the post-earthquake restoration effort in Japan through our radiation control system business.

In the Industrial Systems segment, the Company will support the restoration of industrial facilities and expand energy-saving businesses (green factories) that promote the efficient use of energy. Also, we will target higher orders from local businesses in China and other parts of Asia, such as iron and steel plants.

In the Social Systems segment, the Company will expand its energy management business against the backdrop of strong demand for energy conservation in Japan and abroad. At the same time, we will support the restoration effort in Japan by leveraging our power receiving and distribution substation equipment as well as our watt-hour meters. In addition, we will further the expansion of a food distribution business that provides safety and security.

In the Power Electronics segment, we will work to expand our drive systems business through such means as boosting sales of inverters in emerging countries, including China and other parts of Asia. Further, the Company will strengthen its uninterruptable power supply (UPS) business with the aim of providing customers with higher degrees of safety and security in their business operations.

In the Electronic Devices segment, with regard to power semiconductors, the Company is targeting higher sales and conducting aggressive capital investment in the field of insulated gate bipolar transistor (IGBT) modules. These measures are being implemented in response to the continued investment in social infrastructure in China and other Asian markets, and the growing demand for renewable energy systems, such as solar and wind power generation facilities. In hard-disks, with the establishment of a one-site system in Malaysia, we aim to lower the break-even point of the business, thus enhancing its profitability and making it more resilient to market fluctuations.

In ED&C components, the Company will advance operations in China and other Asian markets by introducing products matched to the specific characteristics of each individual market. Additionally, we will redouble our efforts to bring our products up to specification in hopes of capturing demand for end-users in the machinery manufacturing market. Moreover, leveraging product offerings that combine our products with those of Schneider Electric Industries SAS, we will pursue sales growth in Japan.

In the Vending Machines segment, we will consolidate headquarters, development, and production functions within the Mie Plant, and enhance cost competitiveness by reducing product lead times through the rationalization of production systems. The Company is also promoting the switch over from traditional vending machines to environmentally friendly energy-saving vending machines to help further electricity conservation. Additionally, we are actively pursuing business opportunities in overseas markets such as China.

Cautionary Statements:

Statements made in this document regarding estimates or projections are forward-looking statements based on management's judgments and assumptions in light of information currently available. Actual results may differ materially from those projections as a result of uncertainties inherent in such judgments and assumptions, as well as changes in business operations or other internal or external conditions. Accordingly, management gives no guarantee regarding the reliability of any information contained in these forward-looking statements.