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To whom it may concern

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Announcement of revision to anticipated results of operations

Kubota Corporation and its subsidiaries (hereinafter “the Company”) have announced the anticipated results of operations from the previous forecast made on May 10, 2013 due to the recent trends in its business performance.

1. Revision to anticipated results of operations for the six months ended September 30, 2013 **(from April 1, 2013 to September 30, 2013)**

(In millions of yen, except per common share amounts)

	Previous Forecasts on May 10, 2013	Revised Forecasts	Change		Prior year* (The six months ended September 30, 2012)
Revenues	660,000	729,000	69,000	10.5%	563,435
Operating income	78,000	100,000	22,000	28.2%	55,692
Income before income taxes and equity in net income of affiliated companies	80,000	105,000	25,000	31.3%	53,051
Net income attributable to Kubota Corporation	50,000	67,000	17,000	34.0%	31,255
Net income attributable to Kubota Corporation per common share	39.81	53.35	-	-	24.89

Note*: Beginning with the first quarter of the current consolidated fiscal year, the Company changed the reporting periods of certain subsidiaries and affiliated companies with different closing dates from the one for consolidation. To reflect the impact of these changes, results of operations for the six months ended September 30, 2012 have been retrospectively adjusted.

3. Reasons for the revision

The Company anticipates that forecasted revenues and operating income for the six months ended September 30, 2013 will exceed the previous announcement due to the weakening of the yen exchange rate beyond the scope of the previous assumptions and substantial sales expansion in its anchor product of farm equipment both in domestic and overseas markets. In addition, other income is forecast to be over the previous forecasted amount due to a gain on sales of securities.

Therefore, the Company has revised upward all of its forecasts for revenues, operating income, income before income taxes and equity in net income of affiliated companies, and net income attributable to Kubota Corporation for the six months ended September 30, 2013.

The Company will revise anticipated results of operations for the fiscal year ending March 31, 2014 at the time of announcement of results of operations for the six months ended September 30, 2013, which is scheduled on November 8, 2013, as the Company is preparing an update of its forecasts at this time.

< Cautionary Statements with Respect to Forward-Looking Statements >

This document may contain forward-looking statements that are based on management's expectations, estimates, projections and assumptions. These statements are not guarantees of future performance and involve certain risks and uncertainties, which are difficult to predict. Therefore, actual future results may differ materially from what is forecast in forward-looking statements due to a variety of factors, including, without limitation: general economic conditions in the Company's markets, particularly government agricultural policies, levels of capital expenditures both in public and private sectors, foreign currency exchange rates, the occurrence of natural disasters, continued competitive pricing pressures in the marketplace, as well as the Company's ability to continue to gain acceptance of its products.

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