

March 11, 2011

**Summary of Financial Results for the First Quarter of the Fiscal Year Ending October 31, 2011
(Three Months Ended January 31, 2011)**

[Japanese GAAP]

Company name: LONGLIFE HOLDING Co., Ltd. Listing: Osaka Securities Exchange (JASDAQ)
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 Scheduled date of filing of Quarterly Report: March 14, 2011
 Scheduled date of payment of dividend: -
 Preparation of supplementary materials for quarterly financial results: None
 Holding of quarterly financial results meeting: None

(All amounts are rounded down to the nearest million yen)

1. Consolidated Financial Results for the First Quarter Ended January 31, 2011

(November 1, 2010 – January 31, 2011)

(1) Consolidated results of operations

(Percentages represent year-over-year changes)

	Net sales		Operating income		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
Three months ended Jan. 31, 2011	2,048	3.1	69	(31.0)	61	(33.4)	8	-
Three months ended Jan. 31, 2010	1,987	(1.0)	100	-	92	-	(9)	-

	Net income per share	Diluted net income per share
	Yen	Yen
Three months ended Jan. 31, 2011	165.16	-
Three months ended Jan. 31, 2010	(182.45)	-

(2) Consolidated financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
As of Jan. 31, 2011	9,136	2,555	28.0	47,372.61
As of Oct. 31, 2010	9,185	2,569	28.0	47,635.50

Reference: Shareholders' equity (million yen): Jan. 31, 2011: 2,555 Oct. 31, 2010: 2,569

2. Dividends

	Dividend per share				
	1Q-end	2Q-end	3Q-end	Yearend	Total
	Yen	Yen	Yen	Yen	Yen
Fiscal year ended Oct. 31, 2010	-	0.00	-	500.00	500.00
Fiscal year ending Oct. 31, 2011	-				
Fiscal year ending Oct. 31, 2011 (forecasts)		0.00	-	700.00	700.00

Note: Revision of dividend forecast during the period: None

3. Consolidated Forecast for the Fiscal Year Ending October 31, 2011 (November 1, 2010 – October 31, 2011)

(Percentages represent year-over-year changes)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
First half	4,300	8.3	190	2.3	175	2.8	70	79.6	1,297.64
Full year	9,000	11.3	450	13.1	400	8.6	200	26.1	3,707.55

Note: Revision of consolidated forecast during the period: None

4. Others (Please refer to “2. Other Information” on page 4 of the attached documents for further information.)

(1) Changes in significant subsidiaries during the period: None

Newly added: -

Excluded: -

Note: Changes in specified subsidiaries affecting the scope of consolidation during the period

(2) Application of simplified accounting methods and special accounting methods: Yes

Note: Application of simplified accounting methods and special accounting methods for presenting quarterly consolidated financial statements

(3) Changes in accounting principles, procedures, presentation methods, etc.

1) Changes caused by revision of accounting standards: Yes

2) Other changes: None

Note: Changes in accounting principles, procedures, presentation methods, etc. for presenting quarterly consolidated financial statements described in “Change in Significant Accounting Policies in the Preparation of Quarterly Consolidated Financial Statements”

(4) Number of outstanding shares (common shares)

1) Number of shares outstanding at end of period (including treasury stock)

As of Jan. 31, 2011:	55,952 shares	As of Oct. 31, 2010:	55,952 shares
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2) Number of treasury stock at end of period

As of Jan. 31, 2011:	2,008 shares	As of Oct. 31, 2010:	2,008 shares
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3) Average number of shares issued during the period

Three months ended Jan. 31, 2011:	53,944 shares	Three months ended Jan. 31, 2010:	54,533 shares
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* Indication of quarterly review procedure implementation status

The current quarterly financial statements are exempted from quarterly review procedures based on the Financial Instruments and Exchange Law. At the time of disclosure, we have not completed the review process for these consolidated statements.

* Cautionary statement with respect to forward-looking statements

Forecasts of future performance in these materials are based on assumptions judged to be valid and information available to the Company’s management at the time the materials were prepared. Actual results may differ significantly from these forecasts for a number of reasons. Please refer to “(3) Qualitative Information Regarding Consolidated Forecasts” on page 3 for assumptions for forecasts and notes of caution for usage.

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1. Qualitative Information on Quarterly Consolidated Financial Performance

(1) Qualitative Information Regarding Consolidated Results of Operations

In the first quarter of the current fiscal year, earnings of Japanese companies increased due mainly to economic growth in emerging countries and resource-producing countries. There was also a small improvement in jobs and personal income, although statistics in both sectors remain depressed. Despite this improvement, the economic situation is still uncertain because of worries about the effect of the debt problem on the European economy and the outlook for the U.S. economy.

In the nursing care services sector, discussions continue in Japan concerning revisions to the nursing care insurance system that are planned for April 2012. One goal is the establishment of a “regional comprehensive care system.” This system would allow seniors to stay in communities where they currently live while receiving a seamless package of medical, nursing care, preventive care, housing and assisted living services. Revisions are also aimed at holding down increases in insurance premiums. The central objective of these revisions is the establishment of a sustainable nursing care insurance system. As this debate proceeds, the primary issue will be to devise ways to provide effective services that allow seniors to lead a worry-free life in the locations where they are accustomed to living. Accomplishing this goal will require regular visits on a 24-hour basis, a service for home visits whenever required and other forms of support.

The Long Life Group (Longlife Holdings Co., Ltd. and its consolidated subsidiaries) achieved a 3.1% increase in consolidated net sales from one year earlier to 2,048 million yen. Growth was attributable to strong sales in the nursing home business and an increase in sales activities in the in-home nursing care business to attract more customers. Operating income was down 31.0% to 69 million yen, ordinary income fell 33.4% to 61 million yen and there was net income of 8 million yen compared with a 9 million yen loss one year earlier.

Business segment performance was as follows.

1) Nursing home business

At the end of the first quarter, the Long Life Group was operating 18 nursing homes with a total of 723 rooms for residents. The occupancy rate was 71.9% as of January 31, 2011 as these homes continued to attract new residents. The Group plans to further increase sales activities in order to achieve an even higher occupancy rate.

First quarter sales were 1,047 million yen and ordinary income was 7 million yen.

2) In-home nursing care business

The Long Life Group opened five in-home nursing care locations during the first quarter, resulting in a total of 103 locations at the end of the first quarter. The primary goal is increasing the number of in-home nursing care users by pursuing a market-dominance strategy that produces concrete and immediate benefits. The Group plans to continue to sign up new customers by offering services that are deeply rooted in each community.

First quarter sales were 1,003 million yen and ordinary income was 21 million yen.

3) Food service business

This business mainly involves the preparation of meals which are served at the Group’s 18 nursing and group homes and 10 small, multi-functional facilities and also as part of daytime care services provided by the Group. The number of meals supplied is increasing steadily along with the number of these locations. In addition, the Group plans to expand external sales activities to target outsourced hotel banquet operations and other opportunities in order to sign up new food service customers.

First quarter sales were 148 million yen and ordinary income was 1 million yen.

(2) Qualitative Information Regarding Consolidated Financial Position

1) Assets, Liabilities and Net Assets

Total assets were 9,136 million yen at the end of the first quarter, 48 million yen less than the end of the previous fiscal year.

Current assets decreased 424 million yen to 2,878 million yen. This was primarily attributable to an increase of 43

million yen in deposits paid, and decreases of 441 million yen in cash and deposits, and 43 million yen in deferred tax assets.

Noncurrent assets increased 376 million yen to 6,258 million yen. The primary cause was an increase of 366 million in property, plant and equipment.

Current liabilities decreased 339 million yen to 5,070 million yen. This was mainly decreases of 115 million yen in advances received, 62 million yen in income taxes payable, and 45 million yen in provision for loss on litigation.

Noncurrent liabilities increased 304 million yen to 1,510 million yen mainly because of increases of 185 million yen in long-term loans payable, and 64 million yen in asset retirement obligations.

Net assets decreased 14 million yen from the end of the previous fiscal year to 2,555 million yen, and the equity ratio was 28.0% at the end of the first quarter.

2) Cash flows

There was a net decrease of 441 million yen in cash and cash equivalents during the period to 929 million yen at the end of the first quarter.

Cash flows from operating activities

Net cash used in operating activities was 239 million yen compared with 46 million yen used one year earlier.

Major sources of cash were income before income taxes of 84 million yen, and depreciation and amortization of 52 million yen. Major uses of cash were a decrease of 115 million yen in advances received, 79 million yen of income taxes paid, a decrease of 45 million yen in provision for loss on litigation, an increase of 43 million yen in deposits paid, and a decrease of 41 million yen in provision for bonuses.

Cash flows from investing activities

Net cash used in investing activities was 350 million yen compared with 36 million yen used one year earlier.

Cash was mainly used for payments of 320 million yen for the purchase of property, plant and equipment.

Cash flows from financing activities

Net cash provided by financing activities was 148 million yen compared with 128 million yen provided one year earlier.

The major source of cash was 310 million yen proceeds from long-term loans payable. Major uses of cash were repayments of 147 million yen in long-term loans payable and cash dividends paid of 24 million yen.

(3) Qualitative Information Regarding Consolidated Forecasts

We maintain the earnings forecasts for the fiscal year ending October 31, 2011, announced on December 10, 2010.

2. Other Information

(1) Overview of Changes in Significant Subsidiaries

Not applicable.

(2) Overview of Application of Simplified Accounting Methods and Special Accounting Methods

1) Method for estimating the uncollectible amount of general receivables

The uncollectible amount of general receivables was estimated using the historical write-off ratio at the end of the previous fiscal year as the ratio at the end of the first quarter of the current fiscal year was found not to be significantly different from the ratio at the end of the previous fiscal year.

2) Calculation of depreciation expense for noncurrent assets

For assets subject to the declining balance method, depreciation was calculated pro rata based on the amount for the current fiscal year.

3) Calculation of income taxes, deferred tax assets and deferred tax liabilities

The amount of income taxes paid is calculated using only significant taxable and deductible items, and tax credit items. Judgments about the recoverability of deferred tax assets are made based on the earnings forecast at the end of the previous fiscal year and tax planning with regard to items where there have been no significant changes in the operating environment or in the occurrence of temporary differences following the end of the previous fiscal year.

(3) Overview of Changes in Accounting Principles, Procedures, Presentation Methods, etc.

Accounting standard for asset retirement obligations

Beginning with the first quarter of the current fiscal year, “Accounting Standard for Asset Retirement Obligations” (Accounting Standards Board of Japan (ASBJ) Statement No. 18, March 31, 2008) and “Guidance on Accounting Standard for Asset Retirement Obligations” (ASBJ Guidance No. 21, March 31, 2008) have been applied.

The effect of this change has decreased operating income, ordinary income by 948,000 yen each and income before income taxes by 22,884,000 yen. The application of these standards increased the account balance of asset retirement obligations by 64,457,000 yen.

(4) Overview of Important Information about Going Concern Assumption

Not applicable.

3. Quarterly Consolidated Financial Statements

(1) Quarterly Consolidated Balance Sheets

(Thousands of yen)

	First quarter of FY2011 (As of Jan. 31, 2011)	FY2010 summary (As of Jan. 31, 2010)
Assets		
Current assets		
Cash and deposits	949,053	1,390,120
Notes and accounts receivable-trade	905,813	892,685
Inventories	7,130	4,717
Deferred tax assets	45,350	88,710
Deposits paid	743,040	699,634
Other	229,520	229,631
Allowance for doubtful accounts	(1,607)	(2,339)
Total current assets	2,878,300	3,303,160
Noncurrent assets		
Property, plant and equipment		
Buildings and structures	4,793,554	4,737,096
Accumulated depreciation	(1,618,323)	(1,578,273)
Buildings and structures, net	3,175,230	3,158,822
Tools, furniture and fixtures	303,503	296,517
Accumulated depreciation	(237,478)	(231,406)
Tools, furniture and fixtures, net	66,025	65,111
Land	2,278,620	1,967,967
Lease assets	37,867	-
Accumulated depreciation	(1,521)	-
Lease assets, net	36,346	-
Construction in progress	4,372	2,583
Total property, plant and equipment	5,560,594	5,194,484
Intangible assets		
Goodwill	154,825	175,938
Other	20,848	21,617
Total intangible assets	175,673	197,555
Investments and other assets		
Investment securities	34,129	27,289
Guarantee deposits	388,605	387,854
Long-term prepaid expenses	70,481	71,008
Other	29,014	4,042
Total investments and other assets	522,230	490,194
Total noncurrent assets	6,258,498	5,882,234
Total assets	9,136,798	9,185,395

	(Thousands of yen)	
	First quarter of FY2011 (As of Jan. 31, 2011)	FY2010 summary (As of Jan. 31, 2010)
Liabilities		
Current liabilities		
Accounts payable-trade	57,356	58,780
Short-term loans payable	532,151	520,800
Current portion of long-term loans payable	536,700	559,160
Lease obligations	7,285	-
Accounts payable-other	155,379	155,044
Accrued expenses	369,467	381,922
Income taxes payable	15,201	77,479
Advances received	3,198,507	3,313,650
Provision for loss on litigation	76,000	121,795
Provision for bonuses	39,152	80,449
Allowance for contract cancelations	6,806	10,821
Other	76,562	129,824
Total current liabilities	5,070,569	5,409,727
Noncurrent liabilities		
Long-term loans payable	1,356,492	1,171,292
Lease obligations	29,135	-
Deferred tax liabilities	24,021	3,357
Provision for retirement benefits	13,721	12,131
Allowance for subsequent expenses for nursing home care	13,770	14,040
Asset retirement obligations	64,457	-
Other	9,163	5,198
Total noncurrent liabilities	1,510,761	1,206,018
Total liabilities	6,581,330	6,615,746
Net assets		
Shareholders' equity		
Capital stock	100,000	100,000
Retained earnings	2,509,384	2,527,447
Treasury stock	(62,431)	(62,431)
Total shareholders' equity	2,546,952	2,565,015
Valuation and translation adjustments		
Valuation difference on available-for-sale securities	8,515	4,634
Total valuation and translation adjustments	8,515	4,634
Total net assets	2,555,468	2,569,649
Total liabilities and net assets	9,136,798	9,185,395

**(2) Quarterly Consolidated Statements of Income
(For the Three-month Period)**

(Thousands of yen)

	First three months of FY2010 (Nov. 1, 2009 – Jan. 31, 2010)	First three months of FY2011 (Nov. 1, 2010 – Jan. 31, 2011)
Net sales	1,987,234	2,048,240
Cost of sales	1,561,250	1,624,204
Gross profit	425,984	424,036
Selling, general and administrative expenses	325,850	354,897
Operating income	100,133	69,139
Non-operating income		
Interest income	-	330
Dividends income	733	758
Occupants' out-of-pocket reimbursements	1,877	2,584
Facilities fee income	260	245
Other	1,217	1,866
Total non-operating income	4,089	5,784
Non-operating expenses		
Interest expenses	11,641	12,634
Other	304	811
Total non-operating expenses	11,946	13,446
Ordinary income	92,276	61,477
Extraordinary income		
Reversal of allowance for doubtful accounts	-	731
Reversal of provision for bonuses	-	2,146
Reversal of provision for loss on litigation	-	45,795
Total extraordinary income	-	48,673
Extraordinary loss		
Loss on retirement of noncurrent assets	-	2,754
Provision for loss on litigation	117,535	-
Loss on cancellation of leasehold contracts	-	578
Loss on adjustment for changes of accounting standard for asset retirement obligations	-	21,936
Total extraordinary losses	117,535	25,269
Income (loss) before income taxes	(25,258)	84,881
Income taxes-current	11,248	14,758
Income taxes-deferred	(26,557)	61,213
Total income taxes	(15,308)	75,971
Income before minority interests	-	8,909
Net income (loss)	(9,949)	8,909

(3) Quarterly Consolidated Statements of Cash Flows

(Thousands of yen)

	First three months of FY2010 (Nov. 1, 2009 – Jan. 31, 2010)	First three months of FY2011 (Nov. 1, 2010 – Jan. 31, 2011)
Net cash provided by (used in) operating activities		
Income (loss) before income taxes	(25,258)	84,881
Depreciation and amortization	55,220	52,361
Amortization of long-term prepaid expenses	3,678	3,642
Amortization of goodwill	21,112	21,112
Increase (decrease) in allowance for doubtful accounts	223	(731)
Increase (decrease) in provision for bonuses	(42,726)	(41,296)
Increase (decrease) in allowance for subsequent expenses for nursing home care	(270)	(270)
Increase (decrease) in allowance for contract cancellations	617	(4,015)
Increase (decrease) in provision for loss on litigation	117,535	(45,795)
Increase (decrease) in provision for retirement benefits	873	1,590
Interest and dividends income	(733)	(1,088)
Interest expenses	11,641	12,634
Loss on retirement of property, plant and equipment	-	2,754
Loss on adjustment for changes of accounting standard for asset retirement obligations	-	21,936
Decrease (increase) in notes and accounts receivable-trade	(16,795)	(13,128)
Decrease (increase) in inventories	2,090	(2,412)
Decrease (increase) in deposits paid	(7,769)	(43,405)
Increase (decrease) in notes and accounts payable-trade	(2,712)	(1,424)
Increase (decrease) in advances received	(50,243)	(115,143)
Increase (decrease) in accrued consumption taxes	(10,278)	(11,042)
Other, net	28,474	(67,691)
Subtotal	84,677	(146,533)
Interest and dividends income received	733	1,088
Interest expenses paid	(11,776)	(14,271)
Income taxes paid	(120,237)	(79,498)
Net cash provided by (used in) operating activities	(46,602)	(239,214)
Net cash provided by (used in) investing activities		
Purchase of investment securities	-	(146)
Purchase of property, plant and equipment	(29,702)	(320,374)
Purchase of intangible assets	(6,838)	(862)
Payments for lease and guarantee deposits	-	(3,004)
Increase in long-term prepaid expenses	-	(2,295)
Other, net	508	(23,611)
Net cash provided by (used in) investing activities	(36,032)	(350,294)
Net cash provided by (used in) financing activities		
Net increase (decrease) in short-term loans payable	68,891	11,351
Proceeds from long-term loans payable	225,000	310,000
Repayment of long-term loans payable	(121,662)	(147,260)
Repayments of lease obligations	-	(1,446)
Purchase of treasury stock	(30,130)	-
Cash dividends paid	(13,931)	(24,199)
Net cash provided by (used in) financing activities	128,166	148,445
Effect of exchange rate change on cash and cash equivalents	-	(4)
Net increase (decrease) in cash and cash equivalents	45,532	(441,067)
Cash and cash equivalents at beginning of period	858,429	1,370,120
Cash and cash equivalents at end of period	903,961	929,053

(4) Going Concern Assumption

Not applicable.

(5) Segment Information

1. Overview of reportable segment

Segments used for financial reporting are the Group's constituent units for which separate financial information is available and for which the Board of Directors performs periodic studies for the purposes of determining the allocation of resources and evaluating performance.

The Long Life Group uses a pure holding company structure in which individual operating companies determine comprehensive strategies for their respective activities in Japan and other countries and conduct those activities.

Consequently, there are three reportable business segments that are determined by service categories based on the activities of operating companies: the nursing-home business, the in-home nursing care business and the food service business.

2. Information related to sales and profit or loss for each reportable segment

First three months of FY2011 (Nov. 1, 2010 – Jan. 31, 2011)

(Thousands of yen)

	Reportable segment				Other (note)	Total
	Nursing home	In-home nursing care	Food service	Total		
Sales						
External sales	1,047,701	996,898	3,641	2,048,240	-	2,048,240
Inter-segment sales or transfers	-	6,558	144,990	151,549	-	151,549
Total	1,047,701	1,003,456	148,632	2,199,790	-	2,199,790
Segment profit	7,254	21,880	1,640	30,776	(841)	29,934

Note: The "Other" business segment is not included in any of the three reportable segments and includes investment business.

3. Reconciliation of reported quarterly consolidated income with total profit (or loss) for reportable segments

(Thousands of yen)

Profit	Amount
Total for reportable segments	30,776
Profits attributable to the "Other"	(841)
Adjustments on unrealized profits	38
Corporate expenses, etc. (note)	31,504
Ordinary income on the quarterly consolidated statements of income	61,477

Note: Corporate expenses mainly include costs of the Company for administration of the group companies, and corporate revenue represents consulting fee income from the group companies to the Company.

4. Information related to impairment losses of noncurrent assets, goodwill, etc. for each reportable segment

There was no material event or change during the first quarter of the current fiscal year.

(Additional information)

Beginning with the first quarter of the current fiscal year, "Accounting Standard for Disclosures about Segments of an Enterprise and Related Information" (ASBJ Statement No. 17, March 27, 2009) and "Guidance on the Accounting Standard for Disclosures about Segments of an Enterprise and Related Information" (ASBJ Guidance No. 20, March 21, 2008) have been applied.

(6) Significant Changes in Shareholders' Equity

Not applicable.

This financial report is solely a translation of "Kessan Tanshin" (in Japanese, including attachments), which has been prepared in accordance with accounting principles and practices generally accepted in Japan, for the convenience of readers who prefer an English translation.