

April 1, 2009

Name of Company: Meiji Holdings Co., Ltd.
Name of Representative: Naotada Sato, President and Representative Director
Code Number: 2269, 1st Section, Tokyo Stock Exchange
Inquiries: Takashi Umemoto, Director, PR & IR Dept.
Telephone: +81-3-3273-3917

Notification of the Establishment of Meiji Holdings Co., Ltd.

Effective today, Meiji Seika Kaisha, Ltd. and Meiji Dairies Corporation have established the Joint Holding Company, Meiji Holdings Co., Ltd., by means of Share Transfer, and it is now listed on the 1st section of the Tokyo Stock Exchange.

1. Profile of Meiji Holdings Co., Ltd.

(1) Company Name

Meiji Holdings Co., Ltd.

(2) Principal Business

Business management of subsidiaries which engage in manufacturing and selling, etc. of confectionery, milk, processed milk products and pharmaceuticals, etc. and businesses ancillary or related to the foregoing

(3) Location of Head Office

4-16, Kyobashi 2-chome, Chuo-ku, Tokyo 104-0031, Japan

(4) Representative

Naotada Sato

President and Representative Director

(5) Paid-in Capital

30 billion yen

(6) Number of Shares Outstanding

76,341,700 shares

(7) Fiscal Year End

End of March

2. Forecasts for Consolidated Business Results

(April 1, 2009-March 31, 2010)

(Millions of yen)

	Net Sales	Operating Income	Ordinary Income	Net Income
Fiscal 2009 (forecasted)	1,140,000	24,000	24,000	11,000

3. Projected Dividends for Fiscal 2009

Meiji Holdings Co., Ltd. plans an ordinary dividend payout of 80 yen per share to our shareholders, who hold shares as of the end of fiscal 2009.