

To whom it may concern:

Name of Company: Meiji Holdings Co., Ltd.

Name of Representative: Naotada Sato, President and Representative Director

Code Number: 2269, 1st Section, Tokyo Stock Exchange

**Notice of Execution of Absorption-type Company Split Agreements
in Connection with the Succession of a Portion of Businesses of Subsidiaries of Meiji Holdings Co., Ltd.
through Company Splits (Simple/Summary Methods)**

Meiji Holdings Co., Ltd. (the “Company”) hereby notifies that at its Board of Directors meeting held today, the Company adopted a resolution to succeed, by way of company splits (the “Company Splits”), a portion of the businesses pertaining to asset management of the Company’s subsidiaries, Meiji Seika Kaisha, Ltd. (“Meiji Seika”) and Meiji Dairies Corporation (“Meiji Dairies”), and that the Company concluded absorption-type company split agreements with Meiji Seika and Meiji Dairies.

Since the Company Splits are simple/summary-method company splits, in which the Company succeeds a portion of the businesses of its wholly owned subsidiaries, disclosure is omitted for certain items and details.

1. Purpose of the Company Splits

As disclosed in the news release “Notice of Succession of a Portion of Businesses of Subsidiaries of Meiji Holdings Co., Ltd. through Company Splits (Simple/Summary Methods) in Connection with the Meiji Group’s Corporate Reorganization” on December 14, 2010, the Company will succeed, by way of company splits, a portion of the businesses pertaining to asset management of Meiji Seika and Meiji Dairies in shifting to a new group management structure in order to further reinforce the management structure and improve the efficiency of the business operations of the Meiji Group.

2. Outline of the Company Splits

(1) Schedule of Company Splits

February 10, 2011 Board of Directors meeting to approve company splits; conclusion of company split agreements

April 1, 2011 (planned) Effective date

* Pursuant to the provision regarding a simple company split in Article 796 (3) of the Companies Act, the Company will not hold a shareholders’ meeting to approve the company split agreements.

* Pursuant to the provision regarding a summary-method company split in Article 784 (1) of the Companies Act, Meiji Seika and Meiji Dairies will not hold shareholders’ meetings to approve the company split agreements.

(2) Method of the Company Splits

Absorption-type company splits in which Meiji Seika and Meiji Dairies are the splitting companies and the Company is the succeeding company

(3) Allocation in Connection with the Company Splits

As Meiji Seika and Meiji Dairies are wholly owned subsidiaries of the Company, no consideration including allocation of shares, cash or otherwise will be paid.

(4) Rights and Obligations to be Succeeded by the Succeeding Company

The Company will succeed the assets, liabilities and other rights and obligations pertaining to a portion of the asset management business of Meiji Seika and a portion of the asset management business of Meiji Dairies. The liabilities will be transferred to the succeeding company without recourse on the part of the creditor against the old debtors.

(5) Expectations of Fulfilling Liabilities

The Company believes that there will be no factors to hinder the ability of Meiji Seika, Meiji Dairies and the Company to fulfill their respective liabilities after the effective date of the Company Splits.

3. Company Profiles (as of September 30, 2010)

1. Company name	Meiji Holdings Co., Ltd. (succeeding company)	
2. Main businesses	Business management of subsidiaries engaging in such operations as the manufacturing and sale of confectionaries, milk, dairy products, pharmaceuticals and other products, and businesses incidental or related thereto	
3. Established	April 1, 2009	
4. Headquarters	4-16, Kyobashi 2-Chome, Chuo-ku, Tokyo, Japan	
5. Name and title of representative	Naotada Sato, President and Representative Director	
6. Paid-in capital	30,000 million yen	
7. Total number of shares issued	76,341,700 shares	
8. Net sales (Fiscal year ended March 2010)	1,106,645 million yen (consolidated)	
9. Operating income (Fiscal year ended March 2010)	28,786 million yen (consolidated)	
10. Net assets	299,203 million yen (consolidated)	
11. Total assets	729,050 million yen (consolidated)	
12. Fiscal year-end	March 31	
13. Major shareholders and shareholding ratio	The Master Trust Bank of Japan, Ltd. (Trust Account)	4.80%
	Mizuho Bank, Ltd.	4.69%
	Japan Trustee Services Bank, Ltd. (Trust Account)	4.36%
	Nippon Life Insurance Company	3.46%
	The Dai-ichi Life Insurance Company, Limited	2.12%

1. Company name	Meiji Seika Kaisha, Ltd. (*1) (splitting company)	Meiji Dairies Corporation (*2) (splitting company)
2. Main businesses	Manufacturing and sale of confectionaries and other food products, and pharmaceuticals	Manufacturing and sale of dairy products and other food products
3. Established	October 9, 1916	December 21, 1917
4. Headquarters	4-16, Kyobashi 2-Chome, Chuo-ku, Tokyo, Japan	2-10, Shinsuna 1-Chome, Koto-ku, Tokyo, Japan
5. Name and title of representative	Naotada Sato President and Representative Director	Shigetaro Asano President and Representative Director
6. Paid-in capital	28,363 million yen	33,646 million yen
7. Total number of shares issued	379,072,000 shares	328,500,000 shares
8. Net sales (Fiscal year ended	411,035 million yen (consolidated)	704,499 million yen (consolidated)

March 2010)		
9. Operating income (Fiscal year ended March 2010)	10,835 million yen (consolidated)	17,575 million yen (consolidated)
10. Net assets	146,253 million yen (consolidated)	156,800 million yen (consolidated)
11. Total assets	340,424 million yen (consolidated)	394,411 million yen (consolidated)
12. Fiscal year-end	March 31	March 31
13. Major shareholders and shareholding ratio	Meiji Holdings Co., Ltd. 100.00%	Meiji Holdings Co., Ltd. 100.00%

*1 The change in company name to “Meiji Seika Pharma Co., Ltd.” is scheduled for April 1, 2011.

*2 The change in company name to “Meiji Co., Ltd.” is scheduled for April 1, 2011.

4. Outline of Business Departments to be Succeeded by the Company

(1) Description of Departments to be Succeeded by the Company

	Main businesses
Asset management business to be succeeded from Meiji Seika	Portion of the business pertaining to the management of real estate, securities, trademark rights, etc.
Asset management business to be succeeded from Meiji Dairies	Portion of the business pertaining to the management of securities, trademark rights, etc.

(2) Operating Results of Departments to be Succeeded by the Company

(i) Asset management business to be succeeded from Meiji Seika

(Fiscal year ended March 2010)

Net sales	2,910 million yen
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(ii) Asset management business to be succeeded from Meiji Dairies

There is no information to disclose with regard to the operating results of the relevant department.

(3) Items and Amounts of Assets and Liabilities to be Succeeded by the Company

(i) Asset management business to be succeeded from Meiji Seika

(As of September 30, 2010)

Assets		Liabilities	
Item	Book value	Item	Book value
Current Assets	55 million yen	Current Liabilities	31,667 million yen
Fixed Assets	42,864 million yen	Fixed Liabilities	9,975 million yen
Total Assets	42,920 million yen	Total Liabilities	41,642 million yen

(ii) Asset management business to be succeeded from Meiji Dairies

(As of September 30, 2010)

Assets		Liabilities	
Item	Book value	Item	Book value
Current Assets	— million yen	Current Liabilities	5,335 million yen
Fixed Assets	5,732 million yen	Fixed Liabilities	114 million yen
Total Assets	5,732 million yen	Total Liabilities	5,449 million yen

5. Changes in the Company's Situation after the Company Splits

There will be no change to the company name, main businesses, headquarters, name and title of the representative, paid-in capital and fiscal year-end.

6. Effect on Consolidated Financial Results

Since the splitting companies, Meiji Seika and Meiji Dairies, are wholly owned subsidiaries of the Company, the effect on the Company's consolidated financial results will be minor.