



March 15, 2011

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 Regarding the Impact of the Tohoku-Pacific Ocean Earthquake  
on Meiji Group**

First and foremost, we at Meiji Holdings Co., Ltd. would like to convey our deepest sympathies to those who have suffered the Tohoku-Pacific Ocean earthquake which struck on March 11, 2011.

In response to this disaster, our group has set up emergency headquarters at Meiji Seika Kaisha, Ltd. and Meiji Dairies Corporation to confirm the injury or damage suffered by employees, manufacturing facilities and offices around the country, as well as working on measures for prompt recovery.

The latest information is as follows:

1. Damages on property

(1) Meiji Seika Kaisha, Ltd.

Due to damage caused by the earthquake, a part of operations have been suspended at the following 3 plants and a manufacturing subsidiary. We are making every effort to resume regular operation as soon as possible

[Confectionery Business]

Kanto Plant (Sakado City, Saitama Pref.), Zao Shokuhin Kaisha, Ltd. (a subsidiary in Kaminoyama City, Yamagata Pref.)

\*Additionally, we have partial interference on shipment of products due to the damage in a few warehouses.

[Pharmaceutical Business]

Kitakami Plant (Kitakami City, Iwate Pref.), Odawara Plant (Odawara City, Kanagawa Pref.)

(2) Meiji Dairies Corporation

Operations have been suspended at the following 3 plants and a manufacturing subsidiary.

[Dairy Business]

Tohoku Plant (Kurokawa County, Miyagi Pref.), Moriya Plant (Moriya City, Ibaraki Pref.),  
Tochigi Meiji Milk Products Co., Ltd. (a subsidiary in Utsunomiya City, Tochigi Pref.)

[Frozen foods business]

Ibaraki Plant (Omitama City, Ibaraki Pref.)

\*Additionally, some other offices and subsidiaries are temporally closed. We are making every effort to resume regular operation as soon as possible

2. Support for those in the disaster-hit areas

To support the areas and victims, we are moving forward with measures to deliver our products through close cooperation with the government and industry groups.

3. Impact on our business

We will continue to assess the damage as we make every effort toward prompt recovery. In the event that we foresee our business results being greatly impacted by the situation, we will announce it immediately.