



March31, 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

**Second Notice Regarding the Impact of the Tohoku district-off
the Pacific Ocean Earthquake on Meiji Group**

We at Meiji Holdings Co., Ltd. would like to express our deepest sympathies to those who have suffered from the Tohoku district-off the Pacific Ocean Earthquake.

The latest information is as follows

1. Damages on property

(1) Meiji Seika kaisha,Ltd

The facilities at two plants belonging to the food business (Kanto Plant and Zao Shokuhin Kaisha, Ltd.) sustained damage due to the earthquake, but have gradually resumed production. Some warehouses for the food business also incurred damage, but shipments gradually have been resumed.

Regarding the plants of the pharmaceutical business, some of the logistics facilities at the Odawara Plant were damaged. However, the plant has already resumed shipments.

Damage to some of the buildings and equipment at the Kitakami Plant has led to the suspension of its operations. We are making every effort to restore the status quo, and are working to resume operations swiftly.

Regarding products for our pharmaceutical business, we have a certain quantity in stock available for distribution and wholesale. As we move forward, we will make further efforts to maintain a steady supply.

(2) Meiji Dairies Corporation

Regarding our milk and yogurt production plants in the Kanto and Tohoku areas that had ceased operation due to earthquake damage, all but the Tohoku Plant (Kurokawa-county, Miyagi Pref.) are already up and running again. However, due to such factors as the effects

of the rolling blackouts and disruptions in the procurement of raw materials and packaging materials, the production yield at these plants has dropped to 20-50% of pre-earthquake levels, depending on the plant. We are presently considering the expansion of our product supply through such measures as narrowing down the number of production items and requesting product supplies from other regions.

Our Ibaraki Plant (Omitama City, Ibaraki Pref.), a producer of frozen pizza and gratin, had also ceased operation. It has since gradually resumed production. However, in addition to damages to product inventories as a consequence of the earthquake, the procurement of raw materials also remains unstable. As a result, product supplies have fallen below pre-earthquake levels.

2. Assistance Offered to Disaster-Stricken Areas

To assist relief efforts for the victims and the disaster-stricken area, we have made a donation of 100million Japanese yen and the following line of our products, through close cooperation with the government and related organizations.

- Chocolate and other confectioneries, jelly drinks, retort pouched foods, Infant formula, enteral formula,etc
- ISODINE[®] (disinfectant, hand-soup, masks, etc.)
- Antibiotics and others.

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.