



April 27, 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

**A Notice Regarding Meiji Co., Ltd.'s Establishment of the New Company  
“Meiji Dairies (Suzhou) Co., Ltd.” in China**

Meiji Holdings Co., Ltd. hereby notifies that, Meiji Co., Ltd., one of its operating companies, has established Meiji Dairies (Suzhou) Co., Ltd. in China, 100% wholly owned by Meiji Co., Ltd., to produce milk, yogurt, and other dairy products at its plant in Suzhou, Jiangsu Province.

**1. Objective**

Since the management integration in April 2009, the Meiji Group has advanced its business to achieve the new Group Philosophy through a long-term management guidelines entitled the “Meiji Group 2020 Vision.” In terms of overseas food business, we have designated China, Southeast Asia, and the United States as the three priority areas in which we will develop businesses proactively.

Since China boasts large-scale milk and yogurt markets, which have high growth potential., Meiji Co., Ltd. made a decision to enter the market by establishing a wholly owned company to produce milk, yogurt, and other dairy products there.

By utilizing technologies and expertise amassed by Meiji Co., Ltd. in Japan, we will provide high-quality and tasty products, such as milk and yogurt, mainly in the “chilled” temperature range, to contribute customers’ daily lives in China. Through this business, we would like to be a support for the development of China’s dairy industry, and simultaneously we will cultivate this new business into a pillar for the Group’s overseas food business.

**2. Outline of the New Company**

- Company name: Meiji Dairies (Suzhou) Co., Ltd.
- Date of establishment: March 28, 2011

- Paid-in capital: \$32 million (USD) (\*Meiji Co., Ltd. holds 100% of the shares)
- Plant location: Gaoxin District of Suzhou, Jiangsu Province, China
- Total site area: 34,000 m<sup>2</sup>
- Business plan: Scheduled to commence production of milk, yogurt, and other dairy products sometime around January 2013.