



May26,2011

Name of Listed Company: Meiji Holdings Co., Ltd.
Representative: Naotada Sato, President and Representative Director
(Code Number: 2269, 1st Section, Tokyo Stock Exchange)

Fourth Notice Regarding the Impact of the Great East Japan Earthquake on Meiji Group

We at Meiji Holdings Co., Ltd. would like to express our deepest sympathies to all those who have suffered from the Great East Japan Earthquake.

The latest information is as follows.

1. Status of the damage

(1) Meiji Co., Ltd.

Regarding the Tohoku Plant (Kurokawa County, Miyagi Prefecture), where operations had been suspended, we resumed partial production of milk and yogurt on May 25.

As a result, now all of the plants where operations had been suspended due to the earthquake have resumed production (or partially resumed production at some plants).

Regarding product supply, we will continue to implement measures aimed at electricity saving and the stable procurement of raw materials and packaging materials, while working to expand production volumes and increase product items, focusing on milk, yogurt, etc.

(2) Meiji Seika Pharma Co., Ltd.

Regarding the Kitakami Plant (Kitakami City, Iwate Prefecture), where production has resumed gradually since April 25, we resumed full-scale operations on May 20.

2. Impact on our business

In the consolidated financial statements released on May 12, we announced the financial results for the fiscal year ended in March 2011 and the consolidated financial results forecasts for the fiscal year ending in March 2012.

The results forecasts incorporate the amount of the damage that could be estimated at this time. These figures may change not only due to direct impact on our products and services, but also as a result of subsequent developments.

In the event that developments occur which impact the results forecasts, we will make an announcement immediately.

We apologize for any inconvenience to our consumers and related parties resulting from the suspension of production. We hereby notify that, with the partial resumption of production in the Tohoku Plant, all of the Meiji Group's production facilities and warehouses where we had announced operation suspension in the First Notice, dated March 15, have resumed operation (or partial operation at some sites).

We will continue to make an effort, as quickly as possible, to realize a supply system with the same level of stable product supply that we had achieved before the earthquake, and will work to provide "Tastiness," "Enjoyment," "Health," and "Safety and Reassurance" to our customers as the Meiji Group.

<Reference>

For the past notices we have released so far, please check our website.

[\(http://www.meiji.com/english/\)](http://www.meiji.com/english/)

- First Notice, dated March 15, 2011 Notice Regarding the Impact of the Tohoku-Pacific Ocean Earthquake on Meiji Group
- Second Notice, dated March 31, 2011 Second Notice Regarding the Impact of the Tohoku district-off the Pacific Ocean Earthquake on Meiji Group
- Third Notice, dated April 28, 2011 Third Notice Regarding the Impact of the Great East Japan Earthquake