



December 8, 2011  
Meiji Holdings Co., Ltd.

To: Our Shareholders

## **Notice Concerning the Replacement of “Meiji Step” (850-gram can) by Meiji Co., Ltd.**

We at Meiji Holdings Co., Ltd. regret to report that traces of radioactive contaminants (Cesium 134 and 137) were detected in some cans of “Meiji Step” (850-gram can), one of the products sold by Meiji Co., Ltd. (a subsidiary company operating under Meiji Holdings; hereinafter “Meiji”), though we emphasize that the trace level detected is below the provisional regulation value of products for infant consumption according to the Japanese Food Sanitation Act.

In addition to the notice by Meiji on December 6, 2011, we would like to explain the replacement to our shareholders, as described below.

### Description

#### **1. Meiji’s response to its customers**

Traces of radioactive contaminants (Cesium 134 and 137) were detected in some cans of “Meiji Step” (850-gram can). Radioactivity of 22 to 31 Becquerels (Bq) per kilogram was detected, which is below the provisional regulation value of products for infant consumption according to the Japanese Food Sanitation Act (the total allowable limit of Cesium 134 and 137 set by the government for milk and dairy products is 200 Bq/kg). This level is considered to have no adverse effect on infants even if the product is consumed daily.

However, Meiji places top priority on ensuring that customers with infants can use its products with complete confidence. Thus, Meiji made an announcement concerning product replacement for its customers who have already purchased “Meiji Step” which has an expiration date in October 2012.

#### **2. The Cause of Detectable Trace Radioactivity**

In the production of the original powder for infant formula, dairy ingredients and other raw materials are dried using a spray dryer, which involves exposure to a large amount of heated atmospheric air.

All ingredients used in our products were produced before the Great East Japan Earthquake on March 11, 2011. As for the water in which ingredients were dissolved, Meiji has been monitoring it on a regular basis, confirming that no radioactive contaminants have been detected.

With respect to “Meiji Step” (850-gram can) products in which radioactive contaminants were detected, all products in question were produced at the Saitama Plant located in the Central Kanto area. At present, traces of radioactive contaminants have been found in only some lots produced using the original powder, spray dried between March 14 and March 20, 2011. From these results, we consider the cause to be radioactive contaminants in the heated atmospheric air. These radioactive contaminants due to the Fukushima nuclear power plant accident.

### **3. Testing to Date and Future Testing**

Meiji has been conducting testing for radioactive contaminants both in-house and through authorized testing organizations on a regular basis for the “Meiji Hohoemi” (850-gram can) and “Meiji Step” (850-gram can) products manufactured from March onward. In particular, with regard to the products and raw materials manufactured in March, Meiji chose to test the original powder manufactured on March 21, based on the official report indicating the radioactive contaminants in the atmosphere in the Kanto area were the steadily high. Since levels of the product were below the detectable limits, we concluded that levels of radioactive contaminants are undetectable in all Meiji infant formula products manufactured from March onward.

Meiji consider that infant formula is an important major nutrient source for infants, Meiji will conduct testing for radioactive contaminants on all production lots of our “Meiji Hohoemi” and “Meiji Step” products and post the results on its website.

We are committed to further improvement of our quality control to assure continued provision of safe and reliable products to our customers.