

April 18, 2007

Dear Sirs:

Name of Company: BELLUNA CO., LTD.

Code No.: 9997 1st Section of the Tokyo Stock Exchange

Notice of Obtaining of Privacy Mark Certification


The Company announced that it was awarded Privacy Mark certification on April 3, 2007, by the Japan Information Processing Development Corporation (JIPDEC) in recognition of handling of personal information in compliance with Japanese Industrial Standards Committee standard JIS Q 15001 (Requirements for Compliance Program on Personal Information Protection), which covers the handling of personal information, and it has entered into an agreement on the usage of the mark.

The Company collects much of personal information from all the stakeholders, such as customers, vendors/corporate clients, shareholders and employees through not only mail order business but also financing business, outsourcing business and exhibition sales business. For the purpose of keeping collected personal information private, it shall appropriately manage its businesses to avoid various risks by understanding the keystone of related laws, legal risks and management risks. Also, it believes that it is most necessary to establish a system to comply with laws and regulations including its information system.

As an integrated information-system service provider, the Company shall safety keep and accumulate collected personal information under its privacy policy. Also, it shall improve its personal-information protection structure to build a better trusting relationship with stakeholders.

[Details of Privacy Mark]

The Privacy Mark system calls on third party organizations, such as JIPDEC, to evaluate and certify that business operators' handling and management of personal information complies with the JIS Q 15001, and in proof of compliance, the Privacy Mark (see logo below) is granted to be used in their business operation.

	Date of obtaining:	April 3, 2007
	Effective Period:	From April 17, 2007, to April 16, 2009
	Certification number:	A540064 (01)
	Name of organization for certification:	Japan Information Processing Development Corporation (JIPDEC)

[The Company's Privacy Policy]

Belluna Co., Ltd. and its group companies (the "Group") collect personal information from all the stakeholders, such as customers, vendors/corporate clients, shareholders and employees through the mail order business. For the purpose of keeping collected personal information private, the Group shall appropriately manage its businesses to avoid various risks by understanding the keystone of related laws, legal risks and management risks. Also, the Group believes that it is most necessary for us to establish a system to comply with laws and regulations including its information system.

The Group has three pillars as our management philosophy, "Customer-driven," "Employees who are cheerful, responsible and seek challenges" and "Aiming to be an excellent company." Collected personal information is the very core of our business, and the Group has been effectively utilizing its database.

In recent years, with the progress of information technology, many companies have established a system of database management to prevent leaking or other risks, while still being able to easily collect and analyze customers' information.

The Group shall safely keep and accumulate collected personal information while understanding the importance of adopting. Under this policy, the Group endeavors to handle our database appropriately and rigidly, and this is our commitment to all stakeholders.

"Privacy Policy" (Establishment: March 1, 2005 / Revision: July 1, 2006)

1. The Group shall comply with laws, regulations and guidelines related to protection of personal information, when handling it is necessary for all businesses and employment. In addition, the Group shall protect it with a management system based on its "Compliance Program" for the "Protection of Personal Information" (JISQ15001).
2. The Group shall limit the collection or use of personal information and collected information shall not be used outside of the established purpose. Except in the cases where the consent of the customer him/herself is obtained, or if required under laws and regulations, the Group shall use information within the necessary scope for collection.
3. The Group shall not provide personal information to any third party, except in the case where the consent of the customer him/herself is obtained, or if required under laws and regulations.
4. In the case where any complaint is made to us in relation to the handling of personal information, the Group shall examine the details and endeavor to handle the complaint appropriately within a reasonable length of time.
5. The Group shall take measures to protect its information system, employees, and techniques for appropriate management of collected personal information. At the same time, the Group shall endeavor to prevent illegal access, loss, damage, tampering with or leaking of information.
6. The Group shall continuously update our compliance program for changes in the social situation and environment, and improve our approach to protect personal information.

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