

May 29, 2009

Dear Sirs:

Name of Company: BELLUNA CO., LTD.

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

Notice of Inappropriate Use of Postage Discount System (Third-Class Mail)

With respect to the misuse of postal discount service that series of cases have been currently reported, it was found that Belluna Co., Ltd and its subsidiaries (“Group”) had sent advertising materials using the postage discount system for third-class mail in the past. As a result, we have used the system in a way that deviates from its original intention. Our deep apologies for this misconduct.

After receiving an explanation from several advertisement agents, our Group decided to adopt the postage discount system for third-class mail to mail out our advertising materials. At the time, we were presented with results involving other companies that had been using such system and judged that there was no legal issue in following suit. Consequently, we invited a situation in which we misused the system by failing to abide by the system’s original intention.

Our Group is seriously taking the fact that we subsequently abused the system. We are currently conducting further internal investigation involving legal and other third-party professionals and giving top priority to research all the fact of the issue, conduct an investigation to determine the cause and develop preventative measures. Moreover, we will fully provide cooperation towards clarification of the incident including reporting the fact to the Japan Post Service Co., Ltd. and the parties concerned. With respect to the impact on our business performance, we would like to present an update at an appropriate time along with information on the investigation and report.

Again, we would like to extend our deepest apologies for our action and any concerns it caused.

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