

March 14, 2011

Dear Sirs:

Name of Company: BELLUNA CO., LTD.

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

Notice of Effect of the Tohoku Pacific Offshore Earthquake

Belluna Co., Ltd. expresses its deep sympathy to the victims of the Tohoku Pacific Offshore Earthquake, which occurred on March 11, 2011.

We hereby announce the current status of the Company and its consolidated subsidiaries as follows:

Description

1. Damage

(1) Casualties

To the extent that the Company has been able to confirm at present, no casualties have been reported on the staff of the offices of the Company or its consolidated subsidiaries.

(2) Physical damage

While some products and equipments fell at the offices and facilities of the Company and its consolidated subsidiaries, most offices and facilities did not suffer damage that could have a significant adverse effect on the continuation of business. However, some logistics centers are temporarily suspending warehousing and shipping of merchandise, to confirm safety. If anything is found which may seriously impact the continuation of business, we will make the appropriate announcement as soon as details become clear.

(There is a possibility of business being suspended a certain period of time at some offices or that call centers become too difficult to contact, because of the effect of the planned blackouts.)

2. Impact on business performance

Although currently the impact on our staff and property is limited, as described above, we will promptly disclose information if an adverse impact on the business performance of the Company is expected because of the effects of the earthquake on the economic and market circumstances.

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