

Please note that AEON Co., Ltd. has officially made the following announcement. Your understanding, your cooperation, and your full support by sufficient supply would be greatly appreciated.

February 25th, 2011
AEON Co., Ltd.

Donation program to New Zealand Earthquake relief
from every New Zealand wine and fresh kiwi sales

Started with New Zealand wines on February 26th at Jusco Shinagawa-Seaside store

AEON Co., Ltd. will start a donation program to New Zealand earthquake relief through New Zealand embassy, from a certain amount of every New Zealand wines and fresh kiwi sales, mainly at our general merchandise store, newly called “AEON” from March 1st.

JP¥20 from each bottle of wine sales, and JP¥1 from each piece of fresh kiwi sales will be donated.

As initial program, our Jusco Shinagawa-Seaside store will start with New Zealand wines from tomorrow, February 26th. Then this program is scheduled to expand into other general merchandise stores, Maxvalu supermarkets, and AEON super-centers within coming weekends.

Secondly, the program with New Zealand fresh kiwis will be started from the first arrival during late-April at our general merchandise stores, Maxvalu supermarkets, and Aeon Super-Center stores, approximately in total 1,200 stores.

AEON Co., Ltd. has been offering many products from New Zealand such as wines, fresh kiwis, fresh squashes, corns, and lambs which are grown under its rich nature.

In addition, AEON 1% Club which consists of our group companies has donated JP¥ 10 million to New Zealand embassy on February 24th.

Moreover, about 7,000 AEON group stores throughout Japan have started asking for donation from today February 25th to March 10th.

For further information, please contact

AEON Co., Ltd. Corporate Communication Division TEL+81-43-212-6061