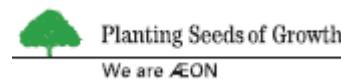




NEWS RELEASE



March 5, 2015
AEON CO., LTD.
AEON Retail Co., Ltd.

A one-stop service from sales to repair
**Apple Premium Reseller NEWCOM to be Launched in the Metropolitan Area
in Spring, 2015**

As a part of efforts to strengthen its Digital Business, Aeon Retail Co., Ltd. will start opening Apple Premium Reseller NEWCOM. The first store will open in the Metropolitan Area, followed by the second store in Aeon Mall Okinawa Rycom in Okinawa Prefecture in April 2015. The company plans to roll out more NEWCOM stores from now on.



Apple Premium Reseller is an Apple's official agency offering iPhone, iPad, Mac and other latest products from Apple as well as digital related accessories. NEWCOM, as an official agency dealing with repair work on Apple products, provides a series of services from consultation before and after purchase, setup, data transfer to repair service. Dedicated staff members at the stores with extensive knowledge in Apple products will take care of customers' needs, offering the best services. NEWCOM stores will also hold workshops and events targeting various customers, from students, families to senior citizens where they can experience using Apple products.

Aeon will continue to strengthen Digital Business providing the best digital solutions to customers across Japan.

Features of NEWCOM store

1. Offers Apple's latest products as well as a broad range of digital related accessories
2. Dedicated staff members with extensive knowledge answering customer's questions before and after purchase
3. Provides support in setup and data transfer after purchase
4. Offers repair services (including delivering items to manufacturers) for any Apple products including those purchased at other stores
5. Provides lessons by professional trainers on how to operate iPhone, iPad, Mac and other products
6. Holds a variety of workshops and events

For the details, please visit <http://www.newcom-online.com/>

* For details, visit NEWCOM's website. (<http://www.newcom-online.com/>)