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April 27, 2012
Guangdong JUSCO Teem Stores Co., Ltd.
AEON CO., LTD.

Two AEON supermarkets open in Guangdong Province, two days in a row
JUSCO Phenix City Store Opens on April 29
First-ever in Zengcheng, a major city in the Pearl River Delta

Guangdong Jusco Teem Stores Co., Ltd. (Guangdong Jusco) will open a new Jusco Phenix City Store in Zengcheng City in Guangdong Province, China, on April 29, 2012. This is the 103rd store operated by the Aeon Group in China and the ASEAN region.

Aeon views Asia as a crucially important market to achieve its future growth. With this view, Aeon has set forth its “shift to Asian markets” strategy, aimed at promoting Group-wide concerted efforts to expand business in this region, which is defined as a key element among the Group strategies laid down in our three-year Medium-term Management Plan (fiscal 2011 to 2013). The “shift to Asian markets” strategy primarily aims at development of the business in China. To this end, we have started to implement a range of measures, including opening new stores and developing logistics networks and other necessary infrastructure, focusing on Southern China (Guangdong Province in particular), while also working in business development in new areas in Mainland China.

Aeon will continue in its quest to boost profitability and growth potential under the “Customers-First” principle, aiming to become Asia’s top retailer. Maintaining this commitment, we will accelerate our efforts to achieve growth in the Chinese market.

■ **Store location and trading area**

Zengcheng City is a county-level city located in the east of Guangzhou, Guangdong province. Facing Dongguan across the Pearl River and sitting 120 km north of Shenzhen, Zengcheng is geographically well-positioned to connect major cities on the Golden Corridor of the Pearl River Delta. In the area surrounding the store site, adjacent to the Guangzhou Economic and Technological Development Zone, an increasing number of manufacturing and high-tech sector factories are being built. In concert with this, construction of residential buildings in the area remains brisk, which means that the population of our retail trading area, already at 830,000 within the city, is expected to grow for years to come.

■ **Store Features**

The new store will open within the Phenix City Shopping Square, a major shopping center operating in Phenix City, a high-class residential area surrounding the shopping center. As a core tenant housed in the upscale community’s major commercial center, the store is designed to cater to the everyday needs of neighborhood residents, offering general daily items as well as specialized products and services. The sales floor space (5,826 m²) is smaller than that of average supermarkets, but this will allow customers to comfortably browse products and easily spot target items.

Additionally, Aeon’s private brand TOPVALU products will be introduced in all clothing, food and housing categories, following the national launch in China in March 2012.

Regarding facility management and maintenance of the new store, Aeon Delight Facility Management Service Co., Ltd. a Chinese subsidiary of Aeon Delight Co., Ltd., will provide comprehensive facility management service for the store, ranging from maintenance and cleaning to security service.

[Store Outline]

Store name: JUSCO Phenix City Store
Location: 2-1 Phenix City, by the Guangyuan Expressway, Xintang Town, Zengcheng City, Guangzhou, Guangdong, China
Telephone: +86-20-2623-5580
Opening date: Sunday, April 29, 2012
Store hours: 9:00 a.m. to 10:00 p.m.
Open 365 days/year
Total site area: 12,800 m² (including 5,826 m² for JUSCO Phenix)
Parking lot: 600 cars
Store manager: Hawks Zhang
Number of employees: 172
Population of retail trading area: 100,000 (within a 5-minute drive from the store)

[Outline of Guangdong Jusco Teem Stores]

Company name: Guangdong JUSCO Teem Stores Co., Ltd.
Established: December 1995
Location: Popark B2, No.63 Linhe Zhong Rd., Tianhe District, Guangzhou, P.R.C. 510055
Paid-in capital: 104.8 million yuan (1.455 billion yen, exchange rate for calculation base: 1 yuan = 13.05 yen)
President: Yuji Yoneta
Business line: General retail

[Appearance of the store (under construction)]