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AEON CO., LTD.

Support to restoration in Tohoku x Fast Fish Launch of Japan's first "Fast Fish" labeled products using Sanriku's marine products.

"Honotori Ajitsuki Sanma" will be made available on August 24 at Aeon Group stores throughout Japan.

Aeon Co., Ltd. will start selling "Honotori Ajitsuki Sanma" (seasoned, fillets of Pacific saury, caught off the Sanriku coast on Friday, August 24 at Aeon Group stores throughout Japan, as Japan's first "Fast Fish" product, in cooperation with the fisheries cooperative in Kuji City (JF Kuji) and Sanriku Railway Company (Sanriku Railway). This launch of the products reflects Aeon's wish to make more customers to enjoy Pacific saury, one of the Japan's traditional fall flavors.

[Seasoned fillet of Pacific saury is handy and delicious. Japan's first "Fast Fish" labeled products will be made available]

Aeon will release four types of fillets of Pacific saury whose bones have been removed, seasoned with garlic or basil. They can be cooked easily and deliciously just by grilling with a skillet and readily served to table. These products have been developed in response to customers' voices, such as "It is troublesome to remove bones," or "I'm not sure how to cook fish."

These products represent the first example of the "Fast Fish" campaign by which the Fisheries Agency tries to propose easy and delicious ways of eating fish.



[By using raw materials from Sanriku and the icon for restoration, Aeon supports the restoration of the Tohoku region]



In planning and developing the "Fast Fish" products, Aeon chose quality products of the region: Pacific saury procured directly from JF Kuji and garlics produced in Fujisawa in Iwate Prefecture for seasoning. Moreover, Aeon, in collaboration with Sanriku Railway, employed *Tetsudo Danshi* (railway boy), a mascot that symbolizes the efforts for restoration of Sanriku Railway for product package. Photos of scenic sites along the Sanriku Railway line, such as Tsuriganedo and Jodogahama, are also used for package.

In an effort to make our wishes for recovery come true, the Aeon Group will continue to make concerted efforts for promoting the products to help revive the fishery industry in the area and to preserve marine products which constitute both the Japanese traditional food culture and one of the Tohoku region's representative products.

[Fast Fish]



It is defined as eating fish and seafood handily, casually and deliciously. It also refers to products and serving ideas that enable eating fish and seafood like fast-food. To be certified as a Fast Fish product, it should have potential for gaining popularity and facilitate greater consumption of marine products. (To increase the choice of products that can meet the recent consumer needs for convenience and instant food.)

Excerpt from the website of Fisheries Agency: <http://www.jfa.maff.go.jp/test/kikaku/pdf/3-1.pdf>

[Overview of Aeon's Fast Fish products]

Product list:

Product name	Specification	Price (tax included)
"Honeteri Sanma", fillet of Pacific saury – spicy flavor (for cooking)	4 fish	298 yen
"Honeteri Sanma", fillet of Pacific saury – basil flavor (for cooking)	4 fish	298 yen
"Honeteri Sanma", fillet of Pacific saury – <i>Shiso</i> Japanese basil flavor (for cooking)	4 fish	298 yen
"Kohaku Shime Sanma Kobujime", amber vinegared fillet of Pacific saury with kelp flavor	1 slice	198 yen

Date of release:

The products will be released on Friday, August 24 initially at some stores.

Stores:

Initially at about 500 stores nationwide, including Aeon, Maxvalu and Aeon Supercenter stores in the Tohoku area and Aeon stores in the Kanto, Chubu, Chugoku and Shikoku areas. Subsequently, the products will be made available at more locations.

[Aeon is making all-out efforts to support restoration from the damage caused by the Great East Japan Earthquake]

Aeon continues to support the restoration efforts in the Tohoku region through group-wide efforts by utilizing its nationwide network of stores and various other infrastructure to help the producers who are struggling to recover from the damage of the last year's disaster.

In cooperation with the producers working for restoration and reconstruction, Aeon, immediately after the earthquake, started endeavors to put the products supplied by such producers on the shelves of Group stores throughout the nation.

Last September, Aeon started direct purchase of Pacific saury caught with the fishing boats arranged by Kuji City in the water off east of Hokkaido and landed at the Kuji port. Since this May, Aeon has offered *ginzake* Coho salmon cultured in once-destroyed, but promptly reconstructed farms in Miyagi Prefecture and since this June, it has sold *katsuo* Skipjack of Onahama Port of Fukushima Prefecture at stores of the Group in the Tohoku, Kanto and Tokai areas. These products have enjoyed great popularity.

In an effort to make our wishes for recovery come true, Aeon will continue to make full use of its nationwide network of Group stores and infrastructure to achieve restoration of the Tohoku region.