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November 5, 2012
AEON Environmental Foundation

“Toward New Future – Aeon Hometown Forests Program”
15,000 trees to be planted in Ishinomaki, Miyagi on Saturday, November 17

We herein inform you that Aeon Environmental Foundation (Takuya Okada, Chairman and Aeon Honorary Chairman and Advisor, hereinafter the Foundation) will hold a tree-planting event under “Toward New Future – Aeon Hometown Forests Program” co-hosted by Ishinomaki City on Saturday, November 17 in Kamikama Fureai Square.

Kamikama Fureai Square had provided citizens with a place for relaxation with baseball and football grounds. However, many of trees were killed due to Tsunami occurred after the wake of Great East Japan Earthquake. To restore this square for citizens to refresh themselves and communicate with others, the Foundation is to implement the tree-planting campaign under “Toward New Future – Aeon Hometown Forests Program.”

About 1,500 local volunteers and Aeon Group staff will participate in the event to plant 15,000 indigenous saplings including thunbergii, Quercus myrsinaefolia, prunus sargentii and azalea among others.

With the aim to conserve water and greenery, the Foundation has been implementing tree-planting programs in Indonesia, Viet Nam, Mukawa, Hokkaido, Nanyo, Yamagata, and Chita, Aichi in this year. We plan to hold this kind of activities in Urayasu, Chiba, Minami Shimabara, Nagasaki and Kihoku, Mie in the coming months.

Inssofar approximately 9.82 million trees have been planted under “Aeon Hometown Forests Program,” which includes tree-planting activities hosted by the Foundation and those with customers at Aeon stores and facilities.

Aeon will continue to plant trees in cooperation with customers in Japan and other countries to protect rich natural environment and people’s life.

[Details]

1. Date and time: 10:00-12:00 on Saturday, November 17
2. Venue: Kamikama Fureai Square in Ishinomaki City (40-1 Moto Myojin, Kadowaki, Ishinomaki-shi, Miyagi)
3. Trees to be planted: about 15,000 trees
4. Tree species: 20 indigenous saplings including thunbergii, Quercus myrsinaefolia, prunus sargentii and azalea
5. Tree-planting acreage: about 5,000m²
6. Participants: about 1,500
7. Major participants:
 - Mr. Hiroshi Kameyama, Mayor of Ishinomaki
 - Mr. Takuya Okada, Chairman of Aeon Environmental Foundation
 - Mr. Motoya Okada, Representative Executive Officer, President and CEO of AEON CO., LTD.
 - Mr. Noriyuki Murakami, Senior Executive Vice President of AEON CO., LTD. and Chief Representative To Tohoku.
8. Host: AEON Environmental Foundation
9. Co-host: Ishinomaki city
10. Cooperation: AEON CO., LTD., AEON Retail Co., Ltd., AEON SUPERCENTER Co., Ltd.
11. Schedule:
 - 10:00 Opening (remarks of hosts and briefing of tree-planting)
 - 10:20 Tree planting (to be finished at 12:00)