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November 14, 2012
Qingdao AEON Dongtai Co., Ltd.
AEON (CHINA) CO., LTD.
AEON CO., LTD.

Qingdao Aeon to Resume Full-Fledged Operations of Jusco Huangdao Shopping Center on Nov. 24

Aeon is pleased to announce that Qingdao Aeon Dongtai Co., Ltd. (hereinafter referred to as Qingdao Aeon) will fully reopen the Jusco Huangdao Shopping Center (hereinafter referred to as the SC) on November 24, in Qingdao, Shandong Province, the People's Republic of China.

The mall-type SC was opened with its anchor GMS store, the Jusco Huangdao Store, and 56 other specialty stores in the Qingdao Economic and Technological Development Zone in December 2005. Features of the SC include the composition of sales floors that are designed to meet the needs of young families, which comprise a significant ratio of the local households in the market area, as well as a spacious shopping environment that boasts high ceilings and wide aisles, which have brought strong support among local customers. Community-oriented environmental conservation and social contribution are also the focus of its activities. Since its opening, its employees have been engaged in community-based activities for environmental and social contributions, including tree planting, cleaning activities and visits to nursing homes for the elderly.

On September 15, the SC suffered from the demonstrations which caused severe damage and forced the mall to temporarily suspend operations. Since the attack, the SC has received many inquiries and requests from local customers for early resumption of operations. Being supported and encouraged by such sentiment, employees of the SC together with those of the Aeon Group have been making utmost efforts toward recovery. To our delight, the SC was able to reopen most of its mall zones as quickly as October 1 and also partially resumed operation of the Jusco Huangdao Store, excluding a section of the food floor, on October 4. Ultimately, all floors were returned to normal and have resumed full operations. The SC is now taking a new step forward into the future.

On October 25, Qingdao Aeon opened a new supermarket, Qingdao Aeon Marina City Store, in Shinan District, the most developed area of Qingdao. The supermarket targets those in their 20s and 30s who are conscious of new information and trends and has been gaining growing support from local customers.

Aeon will continue business development in China while abiding by the unchanging principles of "pursuing peace, respecting humanity and contributing to local communities, always with the customers's point of view as its core."

[Store outline]

Store name: Jusco Huangdao Shopping Center
Location: No.419 Chang Jiang Middle Road, Huangdao District, Economic and Technological Development Zone, Qingdao, Shandong Province, the People's Republic China
Telephone: (country code 86) 532-8699-0666
Building structure: 1 story underground, 2 stories above ground (both underground and roof top parking is available)
Business hours: 8:30- 22:00
Holiday: Open all year round
Commercial facilities area: 36,044 m2 (including 12,561 m2 for the Aeon Store)
Specialty stores: 63 stores (18 fashion, 12 culture and variety, 16 dining, 11 service and 6 others)
Parking lot: 1,013 spaces
Store manager: Li Lu Qing
Number of employees: total for the SC 1,437
Jusco Huangdao Store 367
Specialty stores/concession stores 1,070
Population of retail trading area: 40,000 people; about 13,500 households, in an area with a radius of 3 kilometers
Opening date: December 30, 2005
Full resumption of overall SC operations: November 24, 2012

[Environmental and social contribution activities]

- On the 11th day of each month, designated as "Aeon Day," all Aeon stores issue yellow sales receipts to reflect the activity of the *Aeon Happy Yellow Receipt Campaign and employees engage in cleaning activities in the neighborhood surrounding Aeon stores to promote a clean community.
- With the aim of reducing CO₂ emissions, which is a cause of global warming, Aeon works together with customers to reduce materials and resources consumed: e.g., launching the 'Bring Your Own Shopping Bag' campaign and selling 'No Plastic, My Own Bags.'
- One of Qingdao Aeon's own social contribution activities is visits to nursing homes for the elderly and institutions for disabled people.

*Aeon Happy Yellow Receipt Campaign

On Aeon Day, which is on the 11th day of each month, Aeon stores issue yellow receipts to customers, who can then drop them in boxes labeled with the names and activities of local volunteer groups. Aeon donates items worth 1% of the total receipts collected in each group's box.

[Outline of Qingdao Aeon]

Company name: QINGDAO AEON Dongtai Co., Ltd.
Established: March 21, 1996
Location: No.72, Hong Kong Middle Road, Shinan District, Qingdao, Shandong Province
Capital: 48.525 million dollars
Representative: Fumiaki Origuchi
Business line: General retail

As a retailer that operates very close to local customers, Aeon has been making efforts towards continuous innovation while always learning from its customers. This principle is true for our business operations in China and ASEAN nations. We foster management that is rooted in each local community where we operate and 99% of the employees for our store operations are local people. Aeon will continue its efforts to promote localization of our operations while striving to become a company that can gain confidence from local people around the world.