

September 11, 2013  
AEON CO., LTD.

**Aiming to restore greenery and revitalize local economy**  
**Aeon to Plant 2,000 Trees in Ooshima, Kesennuma City**  
**in Cooperation with Local Residents**

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**Tree-planting event under the Aeon Hometown Forests Program to be held on September 22**

Aeon will hold a tree-planting event under the Aeon Hometown Forests Program in Ooshima, Kesennuma City, Miyagi Prefecture on Sunday, September 22, in cooperation with the Kesennuma Ooshima Tourism & Convention Bureau.

Ooshima is the largest inhabited island in the Tohoku region and one of the scenic spots in the Sanriku Fukko National Park. The grand view from Mt. Kameyama located in the northern part of Ooshima, which is often called “green pearl,” is one of the popular tourist attractions in Kesennuma City. The area surrounding Mt. Kameyama is severely damaged by the fire that broke out immediately after the Great East Japan Earthquake hit the area. Many forests in the area were destroyed by the blaze.

The purpose of this tree-planting event is to restore the tourism resource of Ooshima and revitalize the economy of Kesennuma City while educating children how beautiful and precious the landscape of the island is. Local residents and 200 employees of Aeon Group companies will participate in the event, planting approximately 2,000 trees.

In 2012, Aeon launched the “Project Aeon Joining Hands,” under which labor and management cooperate in conducting various reconstruction efforts for the disaster-stricken areas. Under the project, Aeon not only holds the tree-planting events but also conducts a variety of activities, including dispatching employees to the affected areas as recovery support volunteers and screening a documentary film “Utagokoro” across Japan to communicate the thoughts and feelings of disaster victims to the general public.

In an effort to make its wishes for recovery come true, Aeon will continue taking actions to rebuild the disaster-stricken areas in the Tohoku region and bring them back to lands of lush greenery with local residents.

**Outline of the tree-planting event**

1. Date and time: Sunday, September 22, 2013, 10:00–11:30
2. Place: Ooshima, Kesennuma-shi, Miyagi (Vicinity of Kameyama Rest House at the summit of Mt. Kameyama)
3. No. of participants: Approx. 200
4. No. of trees to be planted: Approx. 2,000
5. Tree species: 10 species that grow naturally in the area, including Japanese zelkova, Tabunoki, mountain cherry, mountain maple, and camellia
6. Organizer: Project Aeon Joining Hands
7. Co-host: Kesennuma Ooshima Tourism & Convention Bureau
8. Major participants:
  - Mr. Shigeru Sugawara, Mayor of Kesennuma City
  - Mr. Shoichi Shirahata, President of the Kesennuma Ooshima Tourism & Convention Bureau
  - Mr. Kazuyoshi Hatakeyama, a member of the Miyagi Prefectural Assembly
  - Mr. Shigeatsu Hatakeyama, President of NPO “Mori wa Umi no Koibito”
  - Noriyuki Murakami, Chief Representative to Tohoku, Executive Vice President of AEON CO., LTD.