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October 10, 2014  
AEON CO., LTD.  
AEON Retail Co., Ltd.  
The Daiei Inc.



**イオンとダイエーはひとつに**  
**Aeon & Daiei became one to further support**  
**customers' everyday life!**  
**Thank-You sales campaigns will be offered**  
**from Saturday, October 11, 2014**  
Given the depreciation of yen and price increases by the steep rise of raw material cost, 1<sup>st</sup> phase of "Everyday Life Support Campaign" is about to start.

Aeon Co., Ltd. (hereinafter, "Aeon") and the Daiei, Inc. (hereinafter, "Daiei") have striven with strong cooperation for further growth under the common philosophy of "Customers-First", since Daiei became a consolidated subsidiary of Aeon at the end of August 2013.

On September 24, 2014, Daiei as a wholly owned subsidiary of Aeon agreed to make a fresh start towards becoming No.1 "General Food Retailer" in Japan, by setting its focus both on "Cosmopolitan area and Kyoto-Osaka-Kobe areas" where 90% of Daiei's stores are located, and on food grocery, which is its advantageous field.

In addition to the tax hike to 8% in April 2014, price increases of utilities and gasoline, prices of coffee and dairy products have been rising due to rapid depreciation of yen and drastic rise of raw material costs. This is posing heavier financial burden on Japanese households.

Given these circumstances, Aeon and Daiei determined to support everyday lives of customers by maximizing the scale advantages under the same "Customers-First" philosophy, and decided to conduct a series of campaign that present customers with benefits brought by the consolidation of the two companies.

As a start-off, "Everyday Life Support Campaign" will be launched on Saturday, October 11, 2014. Adding to the ongoing price reduction on commodity goods, conducted at stores of the both companies since early October, another price cut on about 100 products will be implemented to support household finances.

In addition to the above, 313 Aeon stores and 173 Daiei/Gourmet City stores will hold the "Hokkaido Big Harvest Festival" simultaneously to offer the selected seasonal foods from Hokkaido, such as raw fall salmon uploaded in Hokkaido, seasonal, raw fatty pacific saury as well as "Yumepirika" the most popular rice newly cropped in Hokkaido, onion, potato, etc.

Aeon and Daiei will continue to carry out sales campaigns such as discount sales and local products fair, to present the benefits to the customers made possible by Aeon and its 100% subsidiary Daiei.