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November 19, 2014
AEON CO., LTD.
AEON Co. (M) Bhd.

Celebrating Its 30th Anniversary, Aeon Malaysia

Cooperates with the Union of Kansai Governments' Visit Japan Project

A tourism and product exhibition held at 1 Utama Shopping Centre from November 21 to November 30

Aeon Co. (M) Bhd. (Aeon Malaysia), celebrating its 30th anniversary this year, will hold “Cool & Tasty Japan,” a tourism and product exhibition, at 1 Utama Shopping Centre, which is one of the largest shopping centers in Malaysia. The event is held supporting the local-oriented Visit Japan Projects by the Union of Kansai Governments and Kinki District Transport Bureau and others.

Through comprehensive cooperation agreements with local communities, Aeon takes active initiatives to revitalize the communities, promote local tourism and products utilizing the Group's network of both domestic and international. In addition, responding to the revision of Japan's tax-free program effective from October 1 2014, Aeon has enhanced its service for more convenient and comfortable shopping environment for more foreign tourists by tourism promotion at the Group stores in the ASEAN countries and China, and by expansion of tax-free services at general merchandise store, Aeon, in Japan.

This is made possible by the proposal from the Union of Kansai Governments that they would like to showcase attractiveness of Kansai region to customers in Malaysia, the country with rapidly increasing number of visitors to Japan, Aeon Malaysia decided to hold this exhibition.

Aeon will continue to cooperate with local communities, to introduce tourism and deliver attractive Japanese products to customers overseas.

About the Union of Kansai Governments:

Japan's first prefecture-transcended association that consists of Shiga, Kyoto, Osaka, Hyogo, Wakayama, Tottori, and Tokushima Prefectures, as well as the cities of Kyoto, Osaka, Sakai, and Kobe.

Outline of “Cool & Tasty Japan”

▼Product Exhibition

1. Dates: Friday November 21–Sunday November 30, 2014
2. Location: Aeon Bandar Utama Store (1 Utama Shopping Centre)
3. Overview: Fresh and processed foods from various regions in Japan will be sold by approximately 20 companies from the jurisdiction of the Union of Kansai Governments

▼Animation Festival

1. Dates: Friday November 21– Sunday November 30, 2014
2. Location: Centre Court in 1 Utama Shopping Centre
3. Overview: Screening of popular Japanese animation films including Gundam; game trial corners

▼Tourism Exhibition

1. Dates: Friday November 21, 2014
2. Location: Centre Court in 1 Utama Shopping Centre,
3. Overview: inbound tourism promotion conducted by prefectural governors from the Union of Kansai Governments

AEON Bandar Utama Store location:

No. 1, Lebuhraya Bandar Utama Damansara 47800 Petaling Jaya, Selangor