

October 22, 2007

New salon “reage” opening November 9, 2007

(Translated from the Japanese original)

- Combined-format, new-concept salon offering wigs and haircare services
- Located on second-floor boutique zone of Ito-Yokado’s Ario Nishiarai
- Consultants on staff to answer questions on hair-related concerns

Please direct inquiries to the Corporate Communications Office at
Aderans Holdings Co., Ltd.

Tel: +81-3-3350-3268

Materials on **reage** are also available from Aderans Co., Ltd., the salon operator. Please contact the General Affairs Section/PR Center of the General Administration Department at Aderans.

Tel: +81-3-3350-3222

(October 22, 2007, Tokyo) — In line with a request from Ito-Yokado Co., Ltd., for a chic salon in the boutique zone at the company's new mall-type shopping center, Ario Nishiarai, in Tokyo, Aderans Holdings Co., Ltd., (President: Takayoshi Okamoto) announces today the planned opening of a combined-format, new-concept salon called “**reage**” on November 9, 2007. This salon, to be run by domestic group company Aderans Co., Ltd., will feature a varied service menu and high-quality wigs exclusive to the Aderans Group.

The Aderans Group currently maintains a presence in 15 countries. It comprises 47 companies, each contributing to the creation of new markets and the stability and further expansion of business activities.

reage represents a new business format that complements wig sales with haircare and other hair-related services.

The business policy is innovative, infusing the expertise accumulated by the Aderans Group over many years into a wig and haircare salon that pampers the modern women. The salon will provide services with greater value-added features to help relax mind and body and offer solutions to hair-related concerns in a comfortable setting.

In keeping with the theme of health and beauty, the salon has been designed with thought given to comfort and peace of mind. An open area promotes a sense of freedom -- welcoming and unpretentious -- while private rooms ensure a confidential setting in which to discuss hair-related concerns. Another area highlights fashion wigs, namely postiches (small hairpieces), and hair-care products, and enables clients to experiment with styles and test products. An on-site hair professional is on hand for excellent general advice but more in-depth counseling is also available, along with assistance in selecting suitable wigs and access to Hair Check. The salon's service menu includes Head Spa, a scalp treatment that has been attracting attention in recent years. **reage** will have the systems and expertise to provide high-level techniques and total value.

The Aderans name is purposely absent from the salon sign. The market is always on the lookout for something original. A brand name sometimes fosters preconceived ideas about a business, and with this in mind Aderans felt it best to avert potential misinterpretation of the business by using the name **reage** alone, without any obvious connection to the company. This way, Aderans can attract interest from a new genre of clients and let the salon focus on options for maintaining beautiful hair.

The Aderans Group will embark on a new medium-term management plan in March 2008. As a global organization, the Group will use this plan to reinforce its Domestic Core Business while cementing its prospects for growth in the salon business and, seeking to break new ground for future development, will aggressively work to capitalize on emerging opportunities to expand operations still further.

Salon Features

As a combined-format, new-concept salon, **reage** integrates typical salon characteristics with an innovative, somewhat luxurious and stylish atmosphere.

Storefront

Fashion wigs come into view, prompting an irrepressible urge to reach out. This storefront design lends an air of anticipation and fun, drawing people into the salon.

Front Zone

In this non-reserved fitting area, visitors can discover another side of their personality.

Haircare Products Zone

An on-site hair consultant offers suggestions on how to create a new persona and proposes services that achieve this look.

Treatment Zone

In private rooms, clients can lie back on fold-down chairs and enjoy Head Spa, a massage treatment that relaxes body and soul.

Prices (consumption tax included)

- | | |
|--|---|
| 1. Head Spa | 1) 60-minute session: ¥9,500 |
| A scalp massage using specialized equipment and private brand products featuring natural ingredients | 2) 40-minute session: ¥6,300 |
| 2. Hair Esthé | 60-minute session: ¥9,500 |
| Treatments that improve hair quality | |
| 3. Total Course | 90-minute session: ¥14,000 |
| Head Spa and Hair Esthé | |
| 4. Aroma Shampoo | 40-minute session: ¥4,200 |
| Relaxing shampoo | |
| 5. Haircare Products (at cost) | Prices starting at ¥1,155; all products are preservative-free, quasi-drug formulations under private label |
| 6. Fontaine Products (at cost) | 1) Fashion wigs: ¥33,600~¥147,000
2) VALAN: ¥60,900~¥241,500
3) Top Piece: ¥34,650~¥126,000
4) Postiches: ¥1,260~¥12,600 |
| 7. Aderans Products (at cost) | Custom-made wigs ¥73,000~(depend on order) |

Hair Check and counseling are available by request free of charge to salon clients.

Salon Outline

1. Name: **reage**
Neologism created out of “re”, as in “new” or “again”, and “age”, to evoke an image of renewed youthfulness
2. Address: 20-1, Nishiarai Sakaemachi 1-chome
Adachi-ku, Tokyo
2nd Floor, Ario Nishiarai Boutique Zone
Salon space: 170.11m²
3. Staff: Seven women
4. Target clientele: Women within a five-kilometer radius of the Ario Nishiarai shopping center
- 1) Number of households within business sphere: 434,000
 - 2) Population: 946,000
Salon will cater to women between 40 and 70 years old, a demographic group that comprises about 20% of the population within the business sphere
 - 3) Sales plan: Market trends will be monitored in first year of operations and a plan will be formulated in the following year (March 2008 through February 2009)
5. Operating hours: 10:00 to 21:00 (open every day of the year)
Book an appointment or simply drop in
In Tokyo, call 03-5888-2168

END