

Ladies Wig Brand “FONTAINE” FLAGSHIP SHOP
World’s first to open in Shanghai, China on Tuesday, September 28th
~ Strengthening development of global ladies wig business starts in Shanghai~



Interior image of “FONTAINE SHANGHAI”

Unihair Co., Ltd. (Headquarters in Shinjuku, Tokyo, CEO Mr. Tadao Otsuki) will open “FONTAINE SHANGHAI”, the flagship shop of Ladies Wig Brand “FONTAINE” at Shanghai, China on Tuesday, September 28th. This shop is the first step toward realization of the global strategy promoted by Unihair. Starting in Shanghai, Unihair will develop global flagship shops in major cities around the world.

“FONTAINE SHANGHAI”, the first global flagship shop, is located in “Madang Road” in the Xintiandi area, one of the most active commercial areas in Shanghai, and will open as “a place introducing and setting fashion trends”. The two-story shop of 370 m² in total (Ground floor: 70 m², 1st floor: 300 m²) generates a very open feeling of freshness and a high class image with stylish displays based on white colors and bright illumination. On the main floor, not only wigs but also various lifestyle scenarios are displayed so that all visitors can easily imagine many opportunities and situations for wearing wigs. The shop is equipped with a sofa space, café service, a head spa offering hair and scalp care service, and VIP Rooms where visitors are afforded a private space to try on wigs and receive consultation for custom made wigs. FONTAINE SHANGHAI clearly differentiates itself from conventional wig shops.

In addition, we place great importance on communication with our customers, and are introducing a system of “personalized service”. Exclusive, dedicated staff are available to offer personalized, one-on-one service to provide the best matching wig to meet each customer’s tastes and needs. In addition to a wide selection of high quality products, this enhanced level of service distinguishes FONTAINE as a leading wig brand from Japan.

“FONTAINE SHANGHAI” shop profile

| | |
|-----------------------|---|
| Shop Name | FONTAINE SHANGHAI |
| Address | No. 386, Zi Zhong Road, Lu Wan District, Shanghai (Area : Xintiandi<Ma dang Road>) |
| TEL | 021-33660136 |
| URL | www.fontaine-cn.com (start from September 25, 2010) |
| Business Hours | 10:00 am ~ 10:00 pm |
| Floor Space | 370 m ² (Ground floor 70 m ² , 1 st floor 300 m ²) |
| Number of Staff | 10 (at open) |
| Main Products | Custom-made and Ready-made wigs in approximately 70 styles |
| Equipment | 2 VIP rooms, head spa (with 2 shampoo booths), 6 wig set booths |
| Price Range | 300 ~ 30,000 RMB |
| Main Target | Affluent ladies 35 ~ 45 years old |
| Visitor Target Number | 3000 per month |
| Sales Target | 600,000RMB per month |
| Grand Opening | Tuesday, September 28th, 2010 at 13:00 P.M. |

About Unihair Co., Ltd (formerly : Aderans Holdings Co., Ltd)

On September 1st 2010, Aderans Holdings Co., Ltd, Aderans Co., Ltd and Fontaine Co., Ltd merged and started a new corporate chapter under the new name of “Unihair Co., Ltd”. “Unihair” is an abbreviation of “Universal Hair” and embodies the idea of new hair-related products with the potential for wide spread appeal to consumers regardless of gender, culture, generation, or national borders. We strive to become the world's No.1 provider of total hair loss solutions with ADERANS brand wigs, hair volumizing, and healthy hair growth services for men, and FONTAINE brand wigs, hair care, and scalp care for ladies.

For inquiries

PR & IR division: Evan Judd

TEL 03-3350-3268, FAX: 03-3352-9628

E-mail: ir_div@universal-hair.com