



March 14, 2011

To Whom It May Concern

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Title of Representative : Ryuji Sato, Representative Director and President
(Code Number: 4919 – First Section of the Tokyo Stock Exchange)
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Notice Concerning Impact of the East Japan Great Earthquake

Firstly, please allow us to express our sincerest condolences for the lives lost in the East Japan Great Earthquake of March 11, 2011 and our deepest sympathies for those experiencing damage or suffering. The following report details the impact of the disaster upon the Milbon Group.

Details

1. Status of Employees

No physical harm was suffered by any employees, including those working at the Sendai Office.

2. Status of Workplaces

There was no major damage to the facilities at the Sendai Office, including the studios. However, given the considerable telecommunications difficulties currently being experienced, there is a possibility that customers' requests will not be met in a satisfactory manner. Accordingly, we plan to ask the Tokyo Branch to handle administrative responsibilities in the meantime.

There was no damage to facilities at any other workplace.

3. Impact on Achievement

We are currently investigating the potential impact of the disaster on the Company's achievement, and will provide prompt notice in case a major impact is expected.