

Press Release

September 24, 2009

Advantage Partners, LLP  
MKS Partners Limited  
Unison Capital, Inc.

## **Announcement of Share Transfer of Kracie Group**

Advantage Partners, LLP, MKS Partners Limited, and Unison Capital, Inc. have announced that their respectively operated or serviced funds (collectively, the “Three Funds”) have entered into a definitive agreement (the Stock Purchase Agreement or “SPA”) with Hoyu Co., Ltd. (“Hoyu”)\* to transfer 60% out of the Three Funds holding outstanding common stock in the Kracie Group (“Kracie”), including Kracie Holdings, Ltd., Kracie Home Products, Ltd., Kracie Pharma, Ltd. and Kracie Foods, Ltd. The remaining 40% held by the Three Funds will be transferred to Hoyu within three years.

Kracie has inherited three businesses of Kanebo, which the Three Funds acquired from the Industrial Revitalization Corporation of Japan (“IRCJ”) in January 2006, and has reinforced its operations by rebuilding management systems and by improving efficiencies and profitability, under management support provided by the Three Funds.

It has been concluded that it would be ideal for Kracie to have a close business and management tie-up with Hoyu to expedite further business growth. Kracie is expected to build a larger and more strategic business platform with Hoyu, supported by the companies co-utilizing each other’s value chains, such as manufacturing and distribution systems and overseas networks, co-marketing and co-operating on human resources.

Until the Three Funds complete the sale of their remaining holdings in Kracie within the three year period, the Three Funds will cooperate with Hoyu on promoting the further development of Kracie, and will pursue maximizing the corporate value of Kracie through continuous operational enhancements. Kracie will continue to dedicate itself to people’s “everyday lives” by providing preferred products for consumers, backed by its traditional pursuit of high quality. The Three Funds will spare no effort in sustaining any support to Kracie, particularly in managerial aspects.

Based on the SPA, the aforementioned share transfer will take place on September 30, 2009. UBS has acted as the financial advisor for the Three Funds for this transaction.

(\* Hoyu Co., Ltd., established in 1905, is the leading player in the Japanese hair color market, with a 40% market share, headquartered in Nagoya. Hoyu is a private company.)