

February 10, 2011

Advantage Partners, LLP

Transfer of Shares in Pokka Corporation

Advantage Partners, LLP (“AP”) announced today that funds served by AP (“AP Funds”) have reached an agreement to transfer all shares of Pokka Corporation (“Pokka”) held by AP Funds to Sapporo Holdings Ltd. (“Sapporo HD”). Pokka and Sapporo HD also passed resolutions on February 10, 2011, to begin collaborative efforts towards a management integration of the two entities. Pokka and Sapporo HD plan to engage in joint efforts towards value creation with highly competitive liquor, beverage, food, and restaurant operations both domestically and overseas.

Pokka reached a decision to undergo a fundamental business restructuring in 2005 in order to survive amid difficulties faced by the food and beverage industry, executing an MBO based on support from AP Funds and CITIC Japan Partners,. Following the MBO, Pokka succeeded in strengthening its profitability by implementing company-wide efforts to enhance awareness and to reform its earnings structure, expanding its foods business around its strong, high-quality lemon and soup brands, and formulating a new growth strategy which placed increased presence in the Asian market, where the beverage and restaurant businesses have a long history and where further economic growth can be expected, at the core of business expansion efforts. In addition, the company entered into capital and business alliances with strategic partners Meiji Seika and Sapporo HD, allowing Pokka to pursue operational synergies through mutual collaboration while maintaining management independence.

Since entering into the capital and business alliance with Sapporo HD in September 2009, Pokka has started up several initiatives to enhance enterprise value by achieving synergies through cooperation in its vending machines business, collaboration in sales and distribution, optimization of its production system, joint procurement, and the establishment of a joint logistics infrastructure. Pokka has begun to realize various synergies in domestic production, joint procurement, and joint logistics as well as to achieve further organic growth in the current fiscal year, confirming the strong fit between the corporate cultures of Sapporo HD and Pokka.

As mutual trust has strengthened through close collaboration following the establishment of the alliance, Pokka and AP Funds and Sapporo HD reached the conclusion that it would be best to further strengthen the existing capital and business alliance and to accelerate joint efforts as an integrated corporate group in order to further enhance market presence amid a difficult market environment. This stock transfer is the result of a meeting of minds between Pokka, which aims to achieve further operational expansion; Sapporo HD, which aims to enhance earnings in its food and beverage business; and AP Funds, which supports Pokka’s further growth.

Going forward, Pokka and Sapporo HD will establish an integration committee in a timely manner. Based on the premise of an integration of equals, the committee will commence discussions on a new corporate name and organization structure as the combined entity pursues its goal of becoming a “foods value creation group” with strong differentiation and competitiveness in foreign and domestic liquor, beverage, food, and restaurant industries.