



Press Release

May 26, 2008

KOSÉ Corporation

President: Kazutoshi Kobayashi

Stock exchange listing: Tokyo Stock Exchange, First Section; Stock code: 4922

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Notice of Partial Amendments to Articles of Incorporation

KOSÉ Corporation, in accordance with a resolution approved by its Board of Directors on May 26, 2008, will submit the following proposal concerning “Partial Amendments to Articles of Incorporation” as described below for approval at the Annual General Meeting of Shareholders to be held on June 27, 2008.

1. Summary of Amendments to the Articles of Incorporation

KOSÉ plans to make additions and revisions to Article 2, which lists business activities, to reflect current business operations and diversification of the company’s activities.

2. Description of Proposed Changes

Proposed changes are as follows:

(Revised sections are underlined.)

Current	Proposed changes
Section 1 General Rules	Section 1 General Rules
(Business activities)	(Business activities)
Article 2 The company will conduct the following business activities.	Article 2 The company will conduct the following business activities.
1. Manufacture and sale of cosmetics, pharmaceuticals, quasi-drugs, toothpaste, soap, shampoo, cleansing powders, shoe polish and toothbrushes	1. Manufacture and sale of cosmetics, pharmaceuticals, quasi-drugs, toothpaste, soap, shampoo, cleansing powders, shoe polish and toothbrushes
2. Manufacture of raw materials and ingredients for the above products	2. Manufacture of raw materials and ingredients for the above products
3. Research and development under contract for the above products, raw materials and ingredients	3. Research and development under contract for the above products, raw materials and ingredients
4. Manufacture and repair of hairdressing, barber shop and health care devices, equipment, furniture, interior decoration products and associated fixtures and electrical machinery	4. Manufacture and repair of hairdressing, barber shop and health care devices, equipment, furniture, interior decoration products and associated fixtures and electrical machinery
5. Operation of hairdressing schools and <u>beauty parlors</u>	5. Operation of hairdressing schools, <u>beauty parlors, barber shops, esthetic salons, nail salons, and spas, etc.</u>
(New addition)	6. <u>Activities involving medical beauty care, healthcare, and hygiene</u>
<u>6.</u> Operation of hotels, Japanese inns, restaurants and sports facilities	<u>7.</u> Operation of hotels, Japanese inns, restaurants and sports facilities
<u>7.</u> Sale of alcoholic beverages, tobacco products and food products	<u>8.</u> Sale of alcoholic beverages, tobacco products and food products



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Current	Proposed changes
<p><u>8.</u> Sale of children's, men's and women's apparel and apparel ornaments</p> <p><u>9.</u> Manufacturing and processing of textile products, decorative products and other household products</p> <p><u>10.</u> Real estate management, leasing, purchase and sale, and brokerage</p> <p><u>11.</u> Development, acquisition, sale and rental of industrial property rights, know-how and software used by computers</p> <p><u>12.</u> Leasing of computers, office devices, fixtures, vehicles, furniture, cosmetics manufacturing equipment and paper box manufacturing equipment and sales and rentals of travel products</p> <p><u>13.</u> Activities involving property and casualty insurance agency and life insurance solicitation</p> <p><u>14.</u> Manufacture and sale of paper containers and packaging materials</p> <p><u>15.</u> Travel business in accordance with Travel Agency Law</p> <p><u>16.</u> General printing business (New addition)</p> <p><u>17.</u> Activities under subcontracting and agency agreements involving the solicitation for users of telecommunications lines provided by telecommunications carriers</p> <p><u>18.</u> Information provision service using networks used by computers</p> <p><u>19.</u> Activities involving market surveys and advertising</p> <p><u>20.</u> Management consulting</p> <p><u>21.</u> Staffing business and fee-based recruiting business</p> <p><u>22.</u> Import and export of all products associated with the above items</p> <p><u>23.</u> All activities associated with the above items</p>	<p><u>9.</u> Sale of children's, men's and women's apparel and apparel ornaments</p> <p><u>10.</u> Manufacturing and processing of textile products, decorative products and other household products</p> <p><u>11.</u> Real estate management, leasing, purchase and sale, and brokerage</p> <p><u>12.</u> Development, acquisition, sale and rental of industrial property rights, know-how and software used by computers</p> <p><u>13.</u> Leasing of computers, office devices, fixtures, vehicles, furniture, cosmetics manufacturing equipment and paper box manufacturing equipment and sales and rentals of travel products</p> <p><u>14.</u> Activities involving property and casualty insurance agency and life insurance solicitation</p> <p><u>15.</u> Manufacture and sale of paper containers and packaging materials</p> <p><u>16.</u> Travel business in accordance with Travel Agency Law</p> <p><u>17.</u> General printing business</p> <p><u>18.</u> <u>Activities involving issuance and handling of prepaid vouchers</u></p> <p><u>19.</u> Activities under subcontracting and agency agreements involving the solicitation for users of telecommunications lines provided by telecommunications carriers</p> <p><u>20.</u> Information provision service using networks used by computers</p> <p><u>21.</u> Activities involving market surveys and advertising</p> <p><u>22.</u> Management consulting</p> <p><u>23.</u> Staffing business and fee-based recruiting business</p> <p><u>24.</u> Import and export of all products associated with the above items</p> <p><u>25.</u> All activities associated with the above items</p>

3. Timetable

Shareholders' Meeting for amendments to Articles of Incorporation: June 27, 2008 (Friday)
 Date when amendments become effective: June 27, 2008 (Friday)