



Press Release

April 1, 2011

KOSÉ Corporation

President: Kazutoshi Kobayashi

Stock code: 4922, Tokyo Stock Exchange, First Section

Contact: Yoshinori Haratani, General Manager of Public Relations Dept.

Hitonori Nakata, General Manager of IR Sec.

Tel: +81-(0) 3-3273-1511

Effect of Tohoku Earthquake on Business Operations (Update)

KOSÉ Corporation extends its condolences to the victims of the catastrophic earthquake that occurred in the Tohoku region of Japan on March 11, 2011.

KOSÉ announced information on March 15 about the impact of this disaster on its business operations. The current status of business operations is as follows.

1. Damage

(1) Tohoku Distribution Center

Damage to the Tohoku Distribution Center in the city of Sukagawa in Fukushima prefecture had an effect on the delivery of merchandise. Operations resumed at this center on March 28, and the center is now operating normally in almost all respects except deliveries to certain regions.

(2) Manufacturing operations

Rolling blackouts are disrupting manufacturing operations at factories in Japan (in Saitama and Gunma prefectures). However, we are minimizing the impact of these blackouts as much as possible by using flexible times for work shifts and taking other actions.

2. Effect on Results of Operations

KOSÉ is continuing to evaluate the effect of the earthquake on its business operations. An announcement will be made promptly if this evaluation results in any significant information concerning the outlook.