

February 16, 2011

For Immediate Release

Company name Otsuka Holdings Co., Ltd.
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Otsuka Foods and Otsuka Pharmaceutical to Partner with ITO EN on Cross-Sales of Products in Vending Machines

Tokyo, Japan, February – Otsuka Pharmaceutical Co., Ltd. announced today that Otsuka Foods Co., Ltd. (Headquarters: Chuo-ku, Osaka; President and CEO: Yoshihito Nakai) and Otsuka Pharmaceutical Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Taro Iwamoto), which are subsidiaries of Otsuka Holdings Co., Ltd., have reached a business alliance agreement with ITO EN, Ltd. (Headquarters: Shibuya-ku, Tokyo; President: Daisuke Honjo) to cross-sell the companies' products in vending machines. The companies will launch the cross-selling alliance on April 1, 2011, with Otsuka Pharmaceutical's "ORONAMIN-C DRINK" and ITO EN's "Oi Ocha".

Within their beverage business, Otsuka Foods and Otsuka Pharmaceutical, which share vending machines in common, will expand their sales channel and strengthen their sales base while fostering the growth of brands including "SINVINO JAVA TEA STRAIGHT", "MATCH", "Crystal Geyser", "ORONAMIN-C DRINK", and "POCARI SWEAT". At the same time, ITO EN will expand its sales outlets while fostering the growth of brands including "Oi Ocha", "Jujitsu Yasai", "TEAS' TEA", and "TULLY'S COFFEE".

Under the agreement, Otsuka Foods and Otsuka Pharmaceutical will sell the carbonated energy beverage "ORONAMIN-C DRINK" through ITO EN's vending machines, and ITO EN will sell its Japanese tea beverage "Oi Ocha", the pillar of its beverage business, through Otsuka Foods' and Otsuka Pharmaceutical's shared vending machines.

Vending machines are a major sales channel for the soft drink market, accounting for over 30% of sales. Otsuka Foods and Otsuka Pharmaceutical aim to enhance the appeal and boost the sales efficiency of vending machines, and at the same time further enhance the companies' management base in their beverage businesses. In addition, the companies are furthering the development of products that contribute to the health of customers while striving for a sales structure that leads to higher customer satisfaction.

Details of the Business Alliance

Business Alliance	: Cross-selling of Otsuka Pharmaceutical/Otsuka Foods and ITO EN products through the companies' vending machines
Starting Date	: Friday, April 1, 2011
Products Covered	: ITO EN products: "Oi Ocha Ryokucha" 500ml PET bottle and 280ml PET bottle : Otsuka Pharmaceutical products: "ORONAMIN-C DRINK"

Company Overviews

Otsuka Foods Co., Ltd.

Established	: May 19, 1955
Capital	: ¥1,000,000,000
Representative	: Yoshihito Nakai, President
Head Office	: 3-2-27 Otedori, Chuo-ku, Osaka 540-0021
Number of Employees	: 819 (as of March 31, 2010)
Business Description	: Manufacture, sales, and import of foods and beverages

Otsuka Pharmaceutical Co., Ltd.

Established	: August 10, 1964
Capital	: Japanese Yen 20 Billion
Representative	: Taro Iwamoto, President and Representative Director
Head Office	: 2-9 Kanda-Tsukasamachi, Chiyoda-ku, Tokyo 101-8535 JAPAN
Number of Employees	: 5,826 as of March 31, 2010
Business Description	: Manufacture, sales, import/export of pharmaceuticals, clinical testing and medical equipment, food products and cosmetics

ITO EN, Ltd.

Established	: August 22, 1966
Capital	: ¥19,912,300,000
Representative	: Daisuke Honjo, President
Head Office	: 47-10, Honmachi 3-chome, Shibuya-ku, Tokyo 151-8550
Number of Employees	: 5,237 (as of April 30, 2010)
Business Description	: Manufacture and sale of tea leaves and beverages