

News Release Dated February 10, 2009

Company: AOKI Holdings Inc.
Representative: Hironori Aoki, President
Stock code: 8214, TSE/OSE First Section
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Memorandum Signed for Merger of Subsidiaries

The directors of AOKI Inc. and MX Inc., both wholly owned consolidated subsidiaries of AOKI Holdings Inc., approved resolutions today to sign a memorandum concerning a merger of the two companies.

The Board of Directors of AOKI Holdings as well passed a resolution today to approve this merger.

1. Purpose of merger

AOKI and MX are both involved in the fashion business. Due to rapid changes in the operating environment, the two companies will merge in order to capture the greatest possible amount of synergies and maximize operating efficiency. The two companies believe this will further strengthen their operations and create a base for growth in the future.

2. Summary of merger

(1) Planned schedule of merger

Approval of merger contract by directors	June 3, 2009 (Wednesday)
Signing of merger contract	June 3, 2009 (Wednesday)
Shareholders' meetings to approve merger contract (MX)	June 18, 2009 (Thursday)
Scheduled date of merger (merger effectiveness date)	October 1, 2009 (Thursday)

(2) Method of merger

MX will be absorbed by AOKI, which will be the surviving company, after which MX will be dissolved.

(3) Merger ratio

No new stock will be issued or payments made in association with this merger because AOKI and MX are wholly owned subsidiaries of AOKI Holdings.

3. Outline of the merging companies

(1) Company name	AOKI Inc.	MX Inc.
(2) Business	Designing and marketing of clothing and accessories for men and women	Designing and retailing of everyday clothing and accessories
(3) Head office	6-56 Kuzugaya, Tsuzuki-ku, Yokohama	3-25 Chigasakichuou, Tsuzuki-ku, Yokohama
(4) Representative	Akira Shimizu, President	Hiroaki Nakamura, President
(5) Capital	100 million yen	100 million yen
(6) Fiscal year end	March 31	March 31

4. Post-merger profile

(1) Company name	AOKI Inc.
(2) Business	Designing and marketing of clothing and accessories for men and women
(3) Head office	6-56 Kuzugaya, Tsuzuki-ku, Yokohama
(4) Representative	Akira Shimizu, President
(5) Capital	100 million yen
(6) Fiscal year end	March 31

5. Effect on consolidated results of operations

This merger will have only a negligible effect on consolidated results of operations because both companies are consolidated subsidiaries of AOKI Holdings.