

News Release Dated September 17, 2008

Company: AOKI Holdings Inc.
 Representative: Hironori Aoki, President
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Notice of Change to the Shareholder Special Benefit Plan

AOKI Holdings Inc. hereby serves notice that at a meeting held on September 17, 2008, the Board of Directors approved a resolution to change the shareholder special benefit plan. Details are as follows.

1. Reason for change

AOKI Holdings Inc. has already introduced a shareholder special benefit plan as part of its effort to return profits to shareholders, but following the shift to the pure holding company structure, it has decided to integrate or establish the special benefit plans of each of its group companies to improve the convenience of shareholders and better meet their expectations.

2. Content of shareholder benefits

New plan	Current plan
Shareholders at the end of March and September each year are presented, in line with the following criteria, discount coupons that can be used at any of its group stores (excluding some product items).	Shareholders at the end of March and September each year are presented, in line with the following criteria, discount coupons that can be used at all of the Company's stores (excluding some product items).
AOKI, ORIHICA, M/X, ANNIVERSAIRE OMOTESANDO 100 to 999 shares 20% discount coupons: 5 1,000 shares or more 20% discount coupons: 10 However, discounts at M/X and ANNIVERSAIRE OMOTESANDO (excluding weddings) are limited to 10%.	AOKI, ORIHICA, ANNIVERSAIRE OMOTESANDO 100 to 999 shares 20% discount coupons: 5 1,000 shares or more 20% discount coupons: 10 However, discounts at ANNIVERSAIRE OMOTESANDO (excluding weddings) are limited to 10%.
COTE D'AZUR, KAIKATSU CLUB 100 to 999 shares 20% discount coupons: 10 1,000 shares or more 20% discount coupons: 30	
PARTIRE GEIHINKAN, WEDDING VILLAGE, ANNIVERSAIRE OMOTESANDO 100 shares or more 100,000 yen discount coupon for reception banquet: 1	

Note: Discount coupons distributed to shareholders can be used together with other discount coupons and benefits at AOKI and ORIHICA.

3. Date of change

The Company will implement the new shareholder benefit plan for shareholders and beneficial shareholders on record as of September 30, 2008.