

May 8, 2008

Press Release

Daiwa Securities SMBC Principal Investments Co. Ltd.

**Regarding the purchasing of corporate loans of SHINSEIDO CO.,LTD.,  
and the other supporting actions for increasing its corporate value**

Attention

This document is an unofficial translation and summary of a press release announced on May 8, 2008 by Daiwa Securities SMBC Principal Investments Co. Ltd. The original press release is in Japanese.

As the previously reported proposed plan of restructuring operation under the scheme of RCC corporate revitalization on April 30, 2008, and considering the fact that Shinseido have already obtained creditors' consent about this plan in writing, we will purchase corporate loans of SHINSEIDO CO.,LTD.,(Shinseido) from its creditors through our subsidiary, Nozomi Servicing Co. Ltd. ("Nozomi").

After Nozomi's purchase, Nozomi and we will waive part of loans owed by Shinseido, lower the interest on the loans, and support its recapitalization.

As Shinseido has published the press release about "Change of Directors" on May 8, 2008, we will send directors to Shinseido.

Through these actions towards Shinseido, we will provide vigorous supports toward further business development and growth in its corporate value.

[About SHINSEIDO CO., LTD.]

SHINSEIDO CO., LTD., one of the major distributors of music related products and books in Japan, is widely acknowledged as a traditional company that has variety of product lineup such as CDs, DVDs, music instruments, and books. Since its establishment in 1949, Shinseido has been valuing costumers' satisfaction. It has been establishing a community-based business style in each region and has become a popular company.

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