

May 11, 2010

To Whom It May Concern

KYORIN Co., Ltd.
5, Kanda Surugadai 2-chome,
Chiyoda-ku, Tokyo
Securities Code: 4569; TSE 1st Section

Change of Business Name

KYORIN Co., Ltd. (Head office: Chiyoda-ku, Tokyo, President & CEO: Masahiro Yamashita) announces that a meeting of its Board of Directors held on May 11 resolved to propose a change of its business name at the ordinary general shareholders meeting scheduled for June 24, 2010. The change is subject to approval of the Articles of Incorporation at the shareholders meeting. Details are as follows:

1. Reason of the change

The long-term vision “HOPE 100” (from FY2010 to FY2023) that the Group formulated in the current fiscal year to realize its corporate philosophy stipulates that the Company change its name to something that is more recognizable to bolster its brand value and to improve name recognition. Since the Group originated in the pharmaceutical business, the Company is changing its name to *Kyorin Seiyaku Holdings* (“Seiyaku” is a Japanese word meaning “pharmaceutical”). The Company will always write the Group as the *Kyorin Seiyaku Group* as part of steps to improve the Company’s recognition and brand image.

2. New business name: *Kyorin Seiyaku Holdings Kabushiki Kaisha* (KYORIN Holdings, Inc. in English)

3. Date of change: July 1, 2010