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Yakult to Participate for the 1st Time in Uniqlo's "Corporate Collaboration T-shirts" "Yakult Around the World T-shirts" to Be Available at Uniqlo Stores

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced its participation in Uniqlo Co., Ltd.'s (hereinafter referred to as "Uniqlo") 2012 Corporate Collaboration T-shirts project to be launched this spring.

The theme for the T-shirt is Global Yakult. The front side of the T-shirt will feature the pictures of Yakult fermented milk drink bottles sold in Asia, Oceania, the Americas and Europe, while the back will have a world map and the names of the countries and regions in which the product is sold. The design conveys the image of a Yakult that is spread throughout the world.

Uniqlo's Corporate Collaboration T-shirts is a project where Uniqlo sells T-shirts it designs jointly with corporations. This year marks the 10th year of the popular project and it will be the first time for Yakult to participate in it. Creative designers use familiar corporate logos, characters, product package designs, etc. to design the T-shirts.

The Corporate Collaboration T-shirts will be on sale from March in Uniqlo stores in Japan and abroad as well as through the Uniqlo on-line store.

Yakult Honsha, through this collaboration with Uniqlo, aims to highlight the company's global brand image and to raise the corporate value.

[T-shirt design]



Overview of Yakult's Uniqlo Corporate Collaboration T-shirts

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| 1. Launch | Scheduled to launch from late April 2012 onwards (may vary depending on the country and region) |
| 2. Sold at | Uniqlo stores in Japan and overseas, Uniqlo on-line store
*Will not be available at stores in Malaysia and China |
| 3. Size | Men's (sizes S, M, L, XL) only
*Plan to make XXL-size T-shirts available through the on-line store |
| 4. Price | 1,500 yen (incl. taxes) |