

July, 2012

**Yakult U.S.A. to Introduce Yakult Light in the U.S.**

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult U.S.A. Inc., its wholly owned subsidiary, will start selling Yakult Light, a low-calorie version of the Yakult fermented milk drink, from July 17.

Yakult U.S.A. will import and distribute Yakult Light manufactured in Mexico, in the same manner as it sells Yakult.

Yakult U.S.A. began full-scale sales of Yakult in the U.S. in California in 2007. Subsequently, the company has expanded its sales area to six states, including Nevada, Arizona, Texas, Colorado and New Mexico. Yakult sales in the U.S. have been growing strongly as awareness of, and interest in, probiotics increases in the country and reached an average of 124,000 bottles per day in fiscal year 2011 (up 17% from a year earlier).

Incidentally, two-thirds of the U.S. population is considered to be overweight or obese and there have been growing expectations for low-fat, low-calorie and less sweet products reflecting the growing health-consciousness among consumers.

Against this backdrop, Yakult U.S.A. is introducing Yakult Light in the country. Yakult Light to be sold in the U.S. is based on Reb A, extracted from natural sweetener stevia, and has about 40% less calories compared with regular Yakult.

Yakult U.S.A. hopes to meet customer expectations with Yakult Light and further popularize the Yakult brand and expand sales.



1. Product name: Yakult Light
2. Content: 80 ml per bottle (sold in a package of five bottles)
3. Suggested retail price: US\$2.99 (approx. ¥237) per package
4. Available from: July 17, 2012
5. Distribution area: California, Texas, Nevada, Arizona, Colorado, New Mexico and major cities on the East Coast
6. Distribution channel: Retail stores such as supermarkets
7. Sales target: 27,000 bottles/day (daily average sales from July through December 2012)