May 2014

Yakult U.S.A. Starts Production at California Plant

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its wholly owned subsidiary Yakult U.S.A. Inc. would start production of the Yakult fermented milk drink at its California Plant on May 16.

Yakult U.S.A. California Plant is located in Fountain Valley, California, and its construction began in June 2012.

Sales of Yakult products at Yakult U.S.A. have been growing steadily, with an average daily sales volume of 182,000 bottles in 2013, up 12.6% compared with a year earlier.

While Yakult U.S.A currently imports and markets Yakult produced at a plant in Mexico, it constructed a local plant and will start production there in order to enhance the stable product supply system, taking into account future expansion and continuation of the business.

The profile of the California Plant is as follows:



Plant name: Yakult U.S.A. Inc. California Plant
 Location: Fountain Valley, California, U.S.A.

3. Site area: about 35,980 m²
4. Building area: about 5,900 m²
5. Total floor area: about 7,140 m²

6. Production capacity: initially about 400,000 bottles per day (the plant will ultimately

have a maximum production capacity of about 950,000 bottles

per day)

7. Product: Yakult fermented milk drink

8. Start of production: May 16, 2014



[Reference] Profile of Yakult U.S.A. Inc.

Name: Yakult U.S.A. Inc. (a wholly owned subsidiary of Yakult

Honsha Co., Ltd.)

Capitalization: USD124.6 million

Location: Fountain Valley, California

(It is located on the same site as the plant; the company

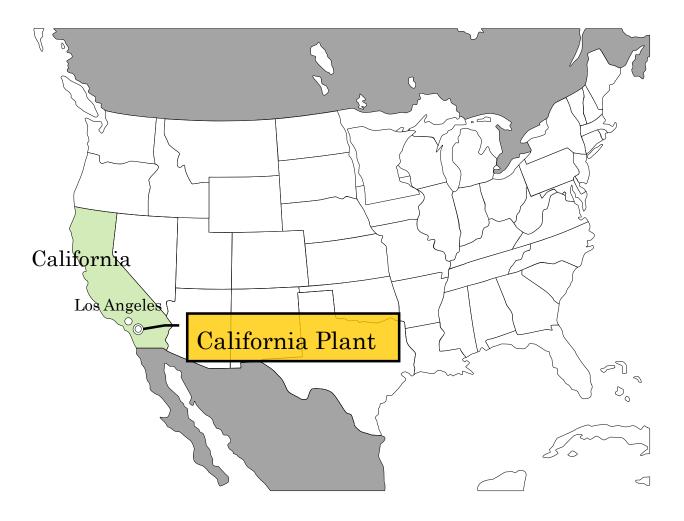
relocated from Torrance, California in August 2013)

Representative: Michio Shimizu

Number of employees: 64 (as of December 31, 2013)

Sales performance: 182,000 bottles per day (average for the January-December

2013 period)



[Distance between California Plant and Los Angeles: about 50 km]