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***MAJOR JAPANESE RETAILER, FAMIMA!!
Celebrates its One Year Anniversary by Opening a New Store in Hollywood***

FAMIMA!! Opens at 6759 Hollywood Boulevard on July 14th

Stores to Open in Pasadena, Glendale, Downtown L.A., and Long Beach

Torrance, CA. (July 6, 2006) – FAMIMA Corporation, a subsidiary of global Fortune 500 Company FamilyMart Co., Ltd., today announced they will celebrate their one-year anniversary in America by opening a new store in Hollywood on July 14, 2006. The newest store, sixth in the [Famima!!](#) fast – growing chain of [specialty food stores](#), will open at 6759 Hollywood Boulevard near Highland Ave. Famima will celebrate its anniversary with prize sweepstakes drawings starting July 20. The top prize will be a trip for two to Las Vegas and over 100 others prizes awarded, daily, for three weeks. Anyone can enter the contest by filling out a form in one of the Famima!! stores.

In July 2005, the major [Japanese retailer](#) opened its first store on Santa Monica Boulevard in West Hollywood. Since then, Famima!! stores have opened in Westwood, Santa Monica, Pasadena, and Torrance and the newest store, in Hollywood, brings that number to six. Additional stores are planned for downtown Los Angeles, Glendale, Long Beach, and Pasadena for a total of 20+ stores by the year's end and a total of 250 stores by 2009.

On July 14th, the newest Famima!! store opens in the heart of historic Hollywood at 6759 Hollywood Boulevard. “We are pleased to announce the opening of our Hollywood store, our 6th store in America,” says Mr. Shiro Inoue, President and CEO of FAMIMA Corporation. “Our Hollywood store is in the heart of the historic area, near the Kodak Theater, and is a major draw for tourists as well as a busy area for commerce. We hope our products and services will bring satisfaction to consumers. At the same time, we want to become more familiar with the Hollywood community and develop a neighborhood together.”

Famima!!'s unique product line includes fresh, gourmet sandwiches, salads, sushi, deli, dim sum, soup, freshly - baked desserts; packaged, specialty foods; a organic, gourmet coffee (priced below that of grocery and chain stores), and a variety of hot and cold drinks and gourmet meals, affordably - priced for the health - conscious consumer. In addition, their convenience store items



include aspirin, travel necessities, batteries, stationary, magazines and newspapers – local and foreign, as well as ATM and copy machines in many of its stores. On the whole, Famima!! is designed to be the every day, all-purpose store for neighbors and travelers with the added touch of Japanese – inspired courtesy, appreciation and hospitality extended to all its customers.

Last July, Famima!! opened its first store in America near the busy intersection of Santa Monica Boulevard and La Cienega in West Hollywood. Their aim was to service the pedestrian traffic that lives and works in these busy areas of commerce. Famima!! has continued to employ this philosophy in selecting sites for all their stores: on Westwood Boulevard, on the busy, 3rd Street Promenade in Santa Monica, on the South Bay's high traffic street, Hawthorne Boulevard in Torrance, and in Old Town Pasadena on Raymond Avenue by Colorado.

Says Mr. Inoue, “We appreciate all the support from our customers, city personnel and other business people. Due to our unique, business format, we could not open six stores in one year without the strong support and positive advice from City officials.”

“When we first opened our West Hollywood store, many people did not know what type of business we were. From our modern store design, some people mistook us for a bookstore or cell phone store. We understand the need to build our brand awareness and this will take time. We believe we can increase awareness by expanding to new locations and continuing to provide satisfying products and services to our customers. As with our parent company in Japan, FamilyMart, customer trust and satisfaction has come from continual efforts to improve our products and services based on our customers' needs. Famima!! is still a small chain but it is our commitment to continue to improve our business and to provide the highest – quality products and service to our customers.”

FAMIMA Corporation (<http://famima-usa.com>) was founded in September 2004 with corporate offices in Torrance, California. Famima!! is the American brand name for one of Asia's leading convenience store chains: FamilyMart Company, Ltd. With over 12,320 stores operating in Japan, Taiwan, Korea, Thailand, and China and net sales of approximately \$8.7 billion, FamilyMart is one of Asia's top, three convenience store franchises.

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