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**MAJOR JAPANESE CONVENIENCE STORE: FAMIMA!!  
to OPEN ITS 7<sup>th</sup> STORE SEPT. 13<sup>th</sup> in PASADENA**

Famima!! Is Becoming Known as a Convenience Store That Offers  
High – End Service and Specialty Products with a Japanese Touch!

**Torrance, Ca. (September 12, 2006)** -- FAMIMA Corporation announced today it plans to add a 7<sup>th</sup> Famima!! store to its fast-growing Los Angeles-based chain with the opening of a second store in Pasadena's Old Town district. The new Famima!! Pasadena store will open on Wednesday, September 13<sup>th</sup> at 621 E. Colorado Boulevard.

"We want to be known as a premium grocery, quick-service restaurant and convenience store, all-in-one," says Mr. Shiro Inoue, FAMIMA Corporation's President and CEO. "While we specialize in offering convenient, ready-made foods and other, every day necessities, we focus on providing high-end service and high-quality products, as well."

The new Pasadena store is the second of two Famima!! stores in Old Town; the first is located at 25 N. Raymond Avenue. FAMIMA Corporation has plans to open additional stores in the upcoming months with two in downtown Los Angeles, and one each in Culver City, Glendale, and Long Beach. Their projected goal is for 20+ stores by year's end and 250 by 2009.

FAMIMA's corporate strategy in opening its American chain, is to meet consumers' increasing needs for ready-to-go food that is also healthy and cost effective. "Many of our customers are working professionals who don't have time to wait in long lines or to shop at several stores to get every day items they need. We try to meet that need by providing a great selection of prepared, fresh foods with a streamlined shopping experience, but we also give them the added touch of service," says Mr. Inoue.

"We treat our customers with respect and let them know we value them. In every store, we have a suggestion box where customers can tell us how we can better serve them. Then we implement their suggestions, as best we can, to make their shopping experience even better. This is how we create loyal customers."

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One good example of this is demonstrated in the way Famima!! selects new products, based on the wants and needs of its shoppers. After test marketing Popcornopolis, a gourmet brand of flavored popcorn (available in Caramel, Kettle, Zebra <Black & white chocolate>), Famima's customers emphatically chose this product, which is now a regularly stocked item.

Famima!!'s unique product line includes fresh, gourmet sandwiches, salads, sushi, deli, dim sum, soup, freshly-baked desserts, packages specialty foods, organic gourmet coffee, gourmet prepared meals ready for the microwave oven, and an assortment of hot and cold drinks.

Their convenience store items include travel necessities, batteries, stationary, aspirin, magazines and newspapers, ATM and copy machines in many of its stores.

With Famima!!'s emphasis on customer service - treating their customers with the utmost respect and never making them wait for help - the Famima!! stores are answering an important need for those consumers who want more service, but don't want to pay more for it.

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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