

## FOR IMMEDIATE RELEASE

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### **Famima!! NEW WESTWOOD STORE OPENS JUST IN TIME FOR PREMIUM HOLIDAY SHOPPING AND DINING**

**Torrance, CA - December 15, 2005** - Famima!!, LA's hottest new upscale, premium neighborhood grocer and market, is opening its second store in Westwood this December 15th . The opening is just in time for holiday shoppers in West Los Angeles to indulge in all that is trendy and delicious with an international touch. The Westwood store is Famima's second store in Los Angeles, following the July opening of its flagship store in West Hollywood.

Catering to an affluent demographic, Famima's ambitious agenda to change the way today's busy consumer shops is being hailed by the media as a needed transformation. **Wired magazine** calls Famima!! "**convenience luxe...[for busy urbanites]**" and **The Food Channel** agrees that the economies of this transformation appeal to a more upscale generation of shoppers. Instead of drip coffee, consumers come in for lattes and panini and sushi has replaced microwaved burritos. Famima!! offers the perfect fusion of premium groceries, fresh and healthy gourmet foods, and a deli caf?. The store carries specialty and trendy merchandise, pharmaceuticals and DVDs and each store offers digital printing and ATM services.

"Four months after Famima's first store opening in West Hollywood, Famima!! is seeing a formula for success," says Mr. Inoue, president and CEO of FAMIMA CORPORATION. "Today's consumer on the go is seeking better quality foods and fast, friendly customer service -- close to home or en route to their next destination. What Famima!! offers is a premium grocer and community store that has class, variety and taste. We think that once consumers get a taste of Famima!!, they'll see the difference and return again and again for the Famima!! premium experience."

Famima's quest for excellence isn't stopping at just a few stores. A strategic rollout of hundreds of specialty stores using the Famima!! and franchise systems are planned over the next 3 years. In 2005, 2 new stores opened; in 2006, 30 more stores are planned, and the company anticipates having 250 stores by 2009. Next on the list in January 2006 is Famima!!'s Santa Monica store which will be located on fashionable 3rd Street Promenade\*.

"We are continuously studying how to improve our business," says Inoue. "For example, sushi, panini, sandwiches, Chinese buns, and Japanese snacks and drinks have been very popular selling food items. Our cool stationery products and anime comic books are also popular. So, we have to renew stock at all times and come up with compelling

seasonal products that consumers will buy. We also plan to expand the awareness of Famima!! by becoming a community partner in local events."

## **ABOUT Famima!!**

FAMIMA CORPORATION was founded in 2004 to bring high-quality, generation and neighborhood focused convenience store franchises to the US market. Backed by the strength of the Fortune Global 500 company, ITOCHU Group, Famima!! stores excel at generation and regional level marketing, superior store design, quality customer service and value pricing. The upscale Famima!! store format includes a first-rate deli, specialty and international foods, snacks and beverages, and a diverse selection of attractive and in demand lifestyle merchandise.

\* Famima!! store locations:

#1. West Hollywood Store 8525 Santa Monica Blvd. West Hollywood CA 90069

#2. Westwood Store 1465 Westwood Blvd. Los Angeles CA 90024

#3. Santa Monica 3rd St. Promenade Store 1348 3rd St. Promenade, Santa Monica CA 90401 (Coming Soon!!)

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