



Japan Excellent, Inc.

**For Immediate Release  
For Translation Purposes Only**

June 22, 2010

Japan Excellent, Inc.(TSE: 8987)  
Chifumi Toda, Executive Director

Asset Management Company:  
Japan Excellent Asset Management Co., Ltd.

Representative:  
Chifumi Toda, President

Contact:  
Toshihiko Sasaki  
General Manager, Corporate Planning Dept.

TEL: +81-3-5575-3511

**Notice Concerning Issue of Investment Corporate Bonds**

Japan Excellent, Inc. (JEI) announces today's decision to issue investment corporate bonds as follows.

**1. Summary of investment corporate bonds**

- (1) Name of investment corporate bonds  
Japan Excellent, Inc. No.2 Unsecured Investment Corporate Bonds (with special pari passu conditions among specified investment corporate bonds)
- (2) Total amount of investment corporate bonds to be issued  
Five billion yen (JPY 5,000,000,000)
- (3) Form of bond certificate  
Applicable to the Law concerning Book-Entry Transfer of Corporate Bonds, Shares, etc., bond certificates will not be issued.
- (4) Amount payable  
One hundred yen (JPY 100) per one hundred yen (JPY 100) of each investment corporate bond
- (5) Redemption price  
One hundred yen (JPY 100) per one hundred yen (JPY 100) of each investment corporate bond
- (6) Interest rate  
1.29% per annum
- (7) Unit price  
One hundred million yen (JPY 100,000,000)
- (8) Method of offering  
Public offering
- (9) Date of offering  
June 22, 2010 (Tuesday)
- (10) Date of payment  
June 28, 2010 (Monday)
- (11) Collateral  
No secured mortgage or guarantee is applicable to, and no assets are specifically reserved as collateral for, the investment corporate bonds.
- (12) Method and date of redemption  
The entire amount will be redeemed on June 26, 2015.  
\*The investment corporate bonds may be repurchased and cancelled at any time after the date of payment unless otherwise specified by the transfer agent.
- (13) Interest payment dates  
June 28 and December 28 of each year
- (14) Special financial conditions  
"Negative Pledge Clause" is applicable.



Japan Excellent, Inc.

(15) Rating

AA-(Rating and Investment Information, Inc.)

(16) Fiscal agent, issuing and paying agent

Mizuho Corporate Bank, Ltd.

(17) Underwriter

Mizuho Securities Co., Ltd.

(18) Use of funds

Repayment of borrowings

**2. Reason for issue**

For the purpose of increasing the ratio of long-term borrowings to interest-bearing debt and the ratio of fixed interest borrowings to interest-bearing debt through the issue of investment corporate bonds.

**3. Amount and use of capital to be procured, and expected dates of expenditure**

(1) Amount of capital to be procured (estimated amount net of costs and expenses)

JPY4,970,705,000

(2) Specific use of capital to be procured and expected dates of expenditure

Repayment of Long-term borrowings

<Lenders>

Lenders	Amount to be repaid	Dates of repayment
The Norinchukin Bank	JPY 5,000 million	June 29, 2010 (planned)
Aozora Bank, Ltd.		
Mizuho Corporate Bank, Ltd.		
Mitsubishi UFJ Trust and Banking Corporation		

The difference between the amount of capital to be procured and the amount to be repaid will be applied by own funds.

**4. Amount of borrowings after the issue**

(million yen)

	Before issue (As of June 21, 2010)	After issue (As of June 30, 2010)	increase/ (decrease)
Short-term borrowings	-	-	-
Long-term borrowings	83,500	78,500	(5,000)
[repayment due within one year]	[13,000]	[27,500]	
Total borrowings	83,500	78,500	(5,000)
Investment corporate bonds	12,000	17,000	5,000
Sum of borrowings and investment corporate bonds	95,500	95,500	-
Other interest-bearing debt	-	-	-
Total interest-bearing debt	95,500	95,500	-

**5. Other matters required for investors to appropriately understand and evaluate the above information**

There is no change to the content of JEI's Securities Report for Seventh Fiscal period (ended December 31, 2009) with respect to the risks involved in financing, resulting from the issue of the investment corporate bonds.

**6. Forecast**

The impact on JEI's forecasts for the eighth fiscal period (ended June 30, 2010) and the ninth fiscal period (ended December 31, 2010) will be nominal. Accordingly, JEI has not changed its forecasts.