



MOS NEWS

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First Simultaneous Promotion at All Outlets in Japan and Asia **Simultaneous Regional Launch of New “Grilled Chicken” -Limited Release Product-**

- Aiming to sell a total of four million burgers from December 26th (Sun) 2010 -

MOS Food Services, the company that operates MOS Burger, will introduce the same limited-release concept product at all its 1,596 stores (as of Nov 2010 / some stores may not sell this product) in Japan and throughout Asia, and conduct a sales promotion using the same commercials and store POP displays from Sunday, December 26, 2010, to Monday, February 7, 2011.

The new limited-time “Grilled Chicken Burger” (360JPY) will use chicken, highly popular in Asia, prepared in a broiling method particular to the Japanese chain. Special crispy french fries will be added on top. The sauce to be used in Japanese stores will be a salty butter sauce with the fragrance of fried pepper, while outlets in other parts of Asia will use orange flavored sauce.



Grilled Chicken Burger



Promotion icon used in Asian markets

During the sales promotion, the same POP displays based on the unified icon “Go! Go! Asia!” will express in each country that this is a sales promotion being conducted across all Asian regions. A TV commercial featuring entertainer Shiori Kutsuna will be broadcast in Japan and Taiwan and will also be shown on video monitors inside and/or outside stores in other regions.

During the promotion period, an inner campaign will also be conducted with all outlets competing against each other in sales volume in order to strengthen chain operations throughout Asia. At the same time, an HDC campaign* will be conducted at all stores across Asia to improve their service levels as MOS brand stores. With these measures in place, the goal is to achieve an approximate 103% year-on-year increase in sales during the promotion period at all Asian stores including Japan.

*The HDC campaign is a campaign conducted several times a year that surveys and measures hospitality (H), deliciousness (D), and cleanliness (C) at storefronts. This has been conducted in Japan since 1982 and since 2007 at all overseas outlets.

Our chain currently has 232 stores (as of end of Nov 2010) in six countries and regions in Asia. MOS outlets are located in Taiwan, Singapore and Hong Kong with their mature markets and stable number of stores; as well as in Thailand, Indonesia, and China (Xiamen) with their rapidly developing economies and growing markets. Each region has its own distinct characteristics, such as the major popularity of MOS Rice Burger and Teriyaki Chicken Burger, which menus were born in Japan. The chain is increasing its number of stores and establishing its brand in growing markets, and is also aggressively rolling out new outlets in new developing markets.

Overview of Asian simultaneous release promotion

Promotion name : “Go! Go! Asia!”

Promotion period : Sunday, December 26, 2010 to Monday, February 7, 2010

Product: “Grilled Chicken Burger” 360JPY * Limited time product

Stores involved: MOS Burger stores region-wide (Some stores may not sell this product)

* The number of MOS Burger stores in Japan: 1,364 stores (as of November 30, 2010)

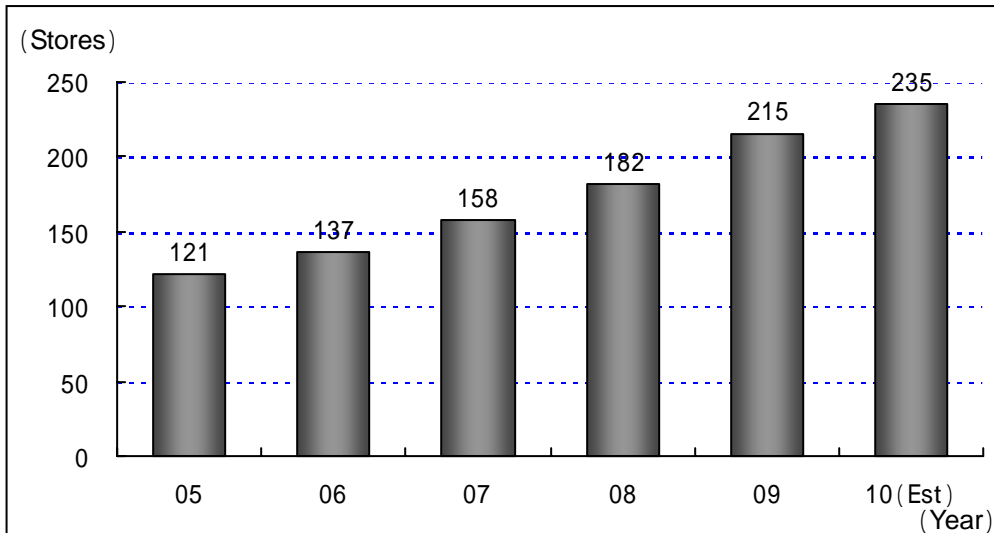
* For number of overseas stores, please refer to the chart below:

Increase in Number of Asian Stores and Sales

List of Countries with Stores

Region	Number of stores*	Date of first store
Taiwan	179	Feb,1991
Singapore	26	May,1993
Hong Kong	15	Oct, 2006
Thailand	6	Mar, 2007
Indonesia	4	Dec, 2008
Xiamen, China	2	Feb, 2010
Total	232	

* Current number of stores as of November 30, 2010



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