

Company name: LONGLIFE HOLDING Co., Ltd.  
 Representative: Masakazu Endo, CEO  
 Listing: OSE (JASDAQ), Stock code: 4355  
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### **Announcement of Acquisition of NihonbicoH Corporation**

The Board of Directors of LONGLIFE HOLDING Co., Ltd. approved a resolution on February 1, 2011 to purchase all shares of NihonbicoH Corporation (“NihonbicoH”) stock, thereby making this company a subsidiary. The details are as follows.

#### 1. Reason for the acquisition

The Long Life Group is primarily engaged in the operation of nursing homes and group homes and the provision of in-home nursing care in the Osaka and Tokyo metropolitan areas. One of the most important goals at this time is to expand operations in the Tokyo area, which is a very large market for the Group’s services.

Since its establishment more than 20 years ago, NihonbicoH has conducted an in-home nursing care business with deep roots in the Tokyo-area communities served by the company. The main business activities are the sale and rental of nursing care equipment, an in-home bathing service, and an in-home nursing care service.

For this feature of NihonbicoH, LONGLIFE HOLDING decided to acquire and make this company a subsidiary as one way to achieve its goals of expanding its presence and increasing earnings in the Tokyo area. This acquisition is also expected to produce synergies with the current nursing home operations of the Long Life Group. LONGLIFE HOLDING believes that these benefits from the acquisition will strengthen the framework for business operations and further energize the Group’s business activities.

#### 2. Profile of subsidiary (NihonbicoH)

(1) Company name:	NihonbicoH Corporation	
(2) Location:	403-5, Kaizukacho, Wakaba-ku, Chiba-city, Chiba prefecture	
(3) Representative:	Tetsuyoshi Ono, Representative Director	
(4) Main activities:	Sale and rental of nursing care equipment, in-home bathing service, in-home nursing care service, in-home care assistance	
(5) Capital:	26,050 thousand yen	
(6) Established:	July 5, 1990	
(7) Major shareholders and shareholding ratios:	Teruo Tsunashima (100%)	
(8) Relationships:	Capital	There is no significant capital relationship between the two companies, and there are no significant capital relationships between persons or companies affiliated with LONGLIFE HOLDING, and persons or companies affiliated with NihonbicoH.

	Personal	There is no significant personal relationship between the two companies, and there are no significant personal relationships between persons or companies affiliated with LONGLIFE HOLDING, and persons or companies affiliated with Nihonbico.
	Business	There is no significant business relationship between the two companies, and there are no significant business relationships between persons or companies affiliated with LONGLIFE HOLDING, and persons or companies affiliated with Nihonbico.

(9) Results of operations and financial conditions for the last three (3) years

	FY6/08	FY6/09	FY6/10
Net assets (Million yen)	84	101	102
Total assets (Million yen)	427	408	527
Net assets per share (Yen)	162,315	195,350	197,414
Net sales (Million yen)	1,036	1,141	1,283
Operating income (Million yen)	12	8	23
Ordinary income (Million yen)	7	45	22
Net income (Million yen)	(7)	17	2
Net income per share (Yen)	(15,034)	33,035	4,565
Dividend per share (Yen)	-	2,500	2,500

3. Profile of seller

(1) Name:	Teruo Tsunashima
(2) Address:	Yachiyo-city, Chiba prefecture
(3) Relationship:	There are no significant capital, personal or business relationships between LONGLIFE HOLDING and Teruo Tsunashima (including his immediate family and any companies, etc. and their subsidiaries that are majority-owned by Mr. Tsunashima and his immediate family). In addition, there are no significant capital, personal or business relationships between related individuals and companies of LONGLIFE HOLDING and Mr. Tsunashima as well as individuals and companies that are related to Mr. Tsunashima.

4. Number of shares acquired, acquisition cost and status of ownership before and after acquisition

(1) Share ownership before acquisition:	0 share (Number of voting rights: 0) (Ownership ratio: 0%)
(2) Number of shares acquired:	521 shares (Number of voting rights: 521) (100.0% of total shares outstanding) (Acquisition cost: 200 million yen) Note: The acquisition cost was determined by taking into account a valuation calculated by a third-party institution and other relevant items.
(3) Share ownership after acquisition:	521 shares (Number of voting rights: 521) (Ownership ratio: 100.0%)

#### 5. Schedule

(1) Resolution of Board of Directors	February 1, 2011
(2) Delivery date	February 1, 2011

#### 6. Outlook

NihonbicoH has become a consolidated subsidiary of LONGLIFE HOLDING due to the purchase of this stock.

A study is under way to determine the effect of this acquisition on results of operations. An announcement will be made promptly when a conclusion has been reached.