

March 6, 2009

Company name: Pigeon Corporation  
Representative: Akio Okoshi (President and COO)  
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## **Announcement Regarding an Upward Revision to Year-end Dividend Projection for the Fiscal Year Ended January 31, 2009 (52nd Term)**

Pigeon Corporation announces that a decision was made at the Board of Directors meeting convened on March 6, 2009 to make the following upward revision to its year-end dividend per share projected for the fiscal year ended January 31, 2009 (52nd term).

### **1. Reason for Upward Revision to Year-End Dividend Projection**

The Pigeon Group positions the return of profits to shareholders as one of its key management policies. In our Third Medium-Term Management Plan (fiscal year to January 31, 2009 – fiscal year to January 31, 2011) announced in March 2008, we aim to increase returns to shareholders by establishing a consolidated total return ratio of approximately 50% as a target for the fiscal year ending January 31, 2011, the last year of the Plan.

Year-end dividend per share for the fiscal year ended January 31, 2009 had been set at ¥23 as of the mid-term announcement of half-year financial results on September 5, 2008. However, the year-end dividend per share projection has been revised upward by ¥9 to ¥32 per share out of appreciation for the support received from shareholders, taking into consideration the consolidated results of the current fiscal year as well as business developments, retained earnings and other financial circumstances. This brings annual dividend payments to ¥55 per share since we have already made interim dividend payments of ¥23 per share.

### **2. Year-end Dividend for Fiscal Year Ended January 31, 2009 (Feb. 1, 2008 – Jan. 31, 2009)**

	Former projection (Announced Sep. 5, 2008)	Latest revision	Ref.: Dividend for fiscal year ended Jan. 31, 2008
Year-end dividend per share	¥23.00	¥32.00	¥15.00
Annual dividend per share	¥46.00	¥55.00	¥28.00

### 3. Annual Dividend Projection for the Year Ending January 31, 2010 (53rd Term)

For the year ending January 31, 2010 (53rd term), we are projecting increased earnings by improving our business results with a focus on our overseas business. Furthermore, we intend to raise the annual dividend (ordinary dividend payment) by ¥9 to ¥64 per share (interim dividend: ordinary dividend payment of ¥32; year-end dividend: ordinary dividend payment of ¥32), taking into consideration our consolidated total return ratio target (around 50%) in fiscal 2011 and other factors according to the Third Medium-Term Management Plan, which begins in fiscal 2009. The dividend payments currently projected may be subject to revisions depending on changes in business performance.

Pigeon Corporation will continue striving to meet the expectations of its shareholders while improving both business and capital efficiency as well as its financial position.