

October 31, 2011
Company name: Pigeon Corporation
Representative: Akio Okoshi (President and COO)
Listings: First Section, Tokyo Stock Exchange (Stock code: 7956)
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Notice Regarding the Effect of Flood in Thailand (Second Report)

Pigeon Corporation hereby announces the situation with our company's two consolidated subsidiaries located in Thailand, which was recently hit by severe flooding resulting from heavy rains.

Details

1. Damages incurred

(1) THAI PIGEON CO., LTD. [location: Samutprakarn Province, Thailand]

In order to ensure the safety of the employees and devise measures against water inflow in case anything should happen, business operations have been suspended for a short period of time, but it was decided that part of the business operations will be resumed on November 1. Safety of the employees will be regarded as the utmost priority, and preparations for full resumption of business operations will be advanced on the basis of careful evaluation of such important factors as the damages inflicted in the surrounding areas, and availability of raw materials. At present, no direct human losses or material damages were incurred by the company.

(2) PIGEON INDUSTRIES (THAILAND) CO., LTD. [location: Thailand, Chonburi Province, Amata Nakorn Industrial Estate]

At the present moment, the company has not suffered any direct damages from the flood. And although there are temporary delays in deliveries of some raw and building materials, the impact is slight and in general business operations are conducted as usual.

2. Impact on business results

An announcement will be made promptly if there are any grounds to expect major impact of the situation on business results.

(For your reference) [Outline of the consolidated subsidiaries]

Company name	THAI PIGEON CO.,LTD.	PIGEON INDUSTRIES(THAILAND) CO.,LTD.
Location	Samutprakarn Province	Chonburi Province, Amata Nakorn Industrial Estate
Capital	122 million baht A company in Thailand, 53% injected by our company	144 million baht A company in Thailand, 97.5% injected by our company
Established Date	September 11, 1990	April 29, 1996
Business contents	Manufacture of baby-care products	Manufacture of baby-care products and products for women's use
Representative	Representative director and president, Kazuyuki Tajima	Representative director and president, Kentaro Kobayashi