

March 21, 2008

**Notice of revisions to prices for processed wheat flour products,  
pasta sauces and other products**

Nippon Flour Mills Co., Ltd. (President: Wataru Aosaki) will be revising its prices for processed wheat flour products, pasta sauces and other household products starting with shipments on Thursday May 1, 2008 onwards.

Following on from two increases in the price Japanese millers pay to the government last year as a result of steadily increasing international wheat prices, there was another substantial price rise of 30% in April this year. Costs have also increased significantly as a result of rising prices for dairy products, other additional materials, packaging and shipping.

Although the company has made every possible effort to absorb increased costs to date, Nippon Flour Mills has reached the conclusion that it cannot continue to do so and will be implementing price revisions as detailed below.

Nippon Flour Mills asks all those affected for their understanding and promises that it will make every effort as a company to reduce costs whilst also providing top quality products in the future.

Details

**1 . Price revisions**

Affected products and rate of increase in recommended retail price (excluding domestically produced wheat products)

|   |               |
|---|---------------|
| (1) Household wheat flour               | Approx. 9-16% |
| (2) Household pre-prepared mix products | Approx. 7-15% |
| (3) Household pasta sauces              | Approx. 7-15% |
| (4) <i>Sekai no Oishii Soup</i> series  | Approx. 4-22% |

**2 . Date of implementation**

Effective from Thursday May 1, 2008