

# F O N T A I N E

(Translated from the Japanese original)

Company Name: Aderans Holdings Co., Ltd.  
URL: <http://www.aderans.co.jp/hd/english>

***Fontaine Fluffy* debuts under new Fontaine brand  
December 8 launch kicks off with new television commercial  
featuring actress Hisako Manda**

Tokyo, December 7, 2009—Aderans Holdings (hereafter, “the Company”), a provider of total hair-related solutions, is pleased to announce the launch of a new custom-made wig, *Fontaine Fluffy*, available from December 8, 2009.

The product launch also marks the start of a new advertising campaign featuring the beautiful and sophisticated Hisako Manda, an actress widely regarded as a fashion trend-setter.

As the new face of Fontaine, the vibrant and always-fashionable Ms. Manda will reinforce Fontaine’s image as a brand that facilitates the efforts of women who enjoy the search for a fresh, stylish quality to enhance their appearance.

*Fluffy*, the first product released under the revamped Fontaine brand, is a custom-made wig that keeps its soft, feathery shape all day long. This buoyant lift, right from the roots, was achieved by using Natuel Hair and Cyberhair—two different types of artificial hair that have undergone a proprietary cuticle process—and Rise Hair, another artificial hair that tolerates humid conditions. Production is fine-tuned to the individual requirements of each client to ensure a perfect fit and a natural look, from the color and texture of the hair to how it flows.

The television commercial featuring Ms. Manda will air from December 8—the launch date for *Fluffy*—with the catchphrase “Timeless Beauty” and will show her looking gorgeous throughout the year to highlight the fact that *Fluffy* can hold a volume-boosting style long term.

Set against the backdrop of a trendy street scene reminiscent of Europe, the television commercial begins in the sunny perspective of spring, moves through summer and autumn, and closes with the fluttering snowflakes of winter. Ms. Manda walks happily along, from one season to the next. The picture is stylish, slightly surreal and certainly impressive.

Ms. Manda’s *Fluffy* hairstyle is presented beautifully in each season, highlighting the adaptability of the wig to changing fashion criteria during the year.

The Aderans Group seeks to be a comprehensive player in hair-related businesses, including hair transplants and hair-growth services, with the world’s No. 1 brands, and an emphasis is placed on client access to wig styles that evoke images of stylish, sophisticated women.

FONTAINE  
*fluffy*

Logo of new product *Fontaine Fluffy*



END