

ADERANS

(Translated from the Japanese original)

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

**Aderans corporate logo redesigned
New marketing approach identifies
men's and women's wigs under separate logos**

Tokyo, December 7, 2009—Aderans Holdings (hereafter, “the Company”) will begin using a new corporate logo for Aderans from December 8, 2009. This corporate logo will also function as the brand logo for men’s wigs and other hair-replacement products.

In an earlier move, the Company brought all women’s wigs under the Fontaine brand on November 16, 2009. With the new Aderans logo in place, men’s and women’s products will be clearly identified.

Please refer to the following page for a comparison of old and new logos.

As an aside, the English letters create a slightly convex line at the bottom, suggesting the curve of a human head. The design is meant to convey positive development.

Previously, in the women’s market, custom-made wigs and ready-made wigs were marketed separately, under the Ladies’ Aderans and Fontaine brands, respectively. Now, all women’s wigs are integrated under a single brand—Fontaine—which enable the company to enrich the product lineup and offer a more extensive range of wigs to new and repeat clients.

In a parallel development, salons will be arranged according to brand: for men, “Aderans”; and for women, “Fontaine Couture” and “Fontaine”, which spotlight custom-made wigs and ready-made wigs, respectively.

Salons in each network will be remodeled to accommodate the revamped marketing approaches. The goal is to create easily recognizable salons with a welcoming atmosphere that encourages new and repeat clients to drop by any time.

The entire Group aims to provide a full range of products to a wider client base.

END

New Corporate and Brand Logos

~ Old ~

~ New ~

Corporate Logos

アデアランス

ADERANS

Brand Logos

アデアランス **レディス アデアランス** **FONTAINE**

ADERANS

FONTAINE

For Men
Custom-made wigs,
healthy hair-growth
products and services,
hair-volumizing
products

For Women
Custom-made wigs,
healthy hair-growth
products and
services

For Women
Ready-made wigs

For Men
Custom-made wigs,
healthy hair-growth
products and services,
hair-volumizing products

For Women
Custom-made wigs,
ready-made wigs,
healthy hair-growth
products and services