

November 26, 2007

Suzuken Co., Ltd.

Hiroshi Ota, President and CEO

Stock Code: 9987

Securities Traded: First sections of Tokyo, Nagoya Stock Exchanges, Sapporo Stock Exchange

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Suzuken Co., Ltd. Announces Changes to its Special Benefit Plan for Shareholders

Suzuken Co., Ltd. (hereinafter “Suzuken”) hereby announces it has resolved at its Board of Directors Meeting held on November 26, 2007, to make changes to its Special Benefit Plan for Shareholders as described below.

1. Reason for Change

Suzuken introduced its Special Benefit Plan for Shareholders in 1996. Recognizing that our shareholders have a broad range of needs, Suzuken will execute a Special Benefit Option Plan for Shareholders that will take effect in 2008.

2. Description of Change

The changes to the Special Benefit Plan for Shareholders are as follows.

Before Change

Eligible shareholders	Shareholders who hold 100 shares or more, and who are listed or registered on the register of shareholders, or the register of substantial shareholders as of March 31 every year.
Description of Special Benefit	Eligible shareholders as of the base date are presented a product set that has a set value of ¥3,000 and which consists of products traded by Suzuken.

After Change

Eligible shareholders	No change.
Description of Special Benefit	Eligible shareholders as determined by the above base date select one item from a selection of Suzuken or other options—each with a value of ¥3,000. For 2008 only, a special option (manufacturer’s suggested retail price [MSRP]: ¥8,190 <tax included>) is included in the selection of options.

3. Description of Special Benefits for 2008

Eligible shareholders as of March 31, 2008, will select one “option” from the four options described below.

Standard Options	Value: ¥3,000
A. Skincare Option— <i>Gentle on the skin</i> Suzuken Pure Soap—A set of hypoallergenic soap	One set (Large 100g×2, Small 50g×3)
B. Health Food Option— <i>Promoting a healthy body from the inside</i> Duetea—Green tea dietary fiber mix	One case (190g×30 cans)
C. Social Contribution Option— <i>For people with a community spirit</i> Donation to an organization that contributes to society (¥3,000)	
Note: Instead of receiving the special benefit, shareholders with a giving spirit can opt to have ¥3,000 donated to Unicef. Suzuken will make a matching donation, yen-for-yen, on all such shareholder donations.	
Special Option	MSRP: ¥8,190 <tax included>
D. Exercise Aid Option— <i>Promoting health through exercise</i> Calorie Counter e-style—Physical exercise gauge	One
Note: From April 2008, specific health check-ups, and specific health insurance guidance will become compulsory. This is a one-time-only special option that is being offered to raise awareness of life-style related diseases and metabolic syndrome.	

Note: To apply, or receive additional details on the special benefit, a notice is scheduled to be dispatched to shareholder addresses in June 2008. The dispatch of the special benefits is scheduled for mid-September 2008.

4. Inquiries concerning Suzuken’s Special Benefit Plan for Shareholders :

Stockholders’ Affairs Section
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