

October 1, 2010

MS&AD Insurance Group Holdings, Inc.

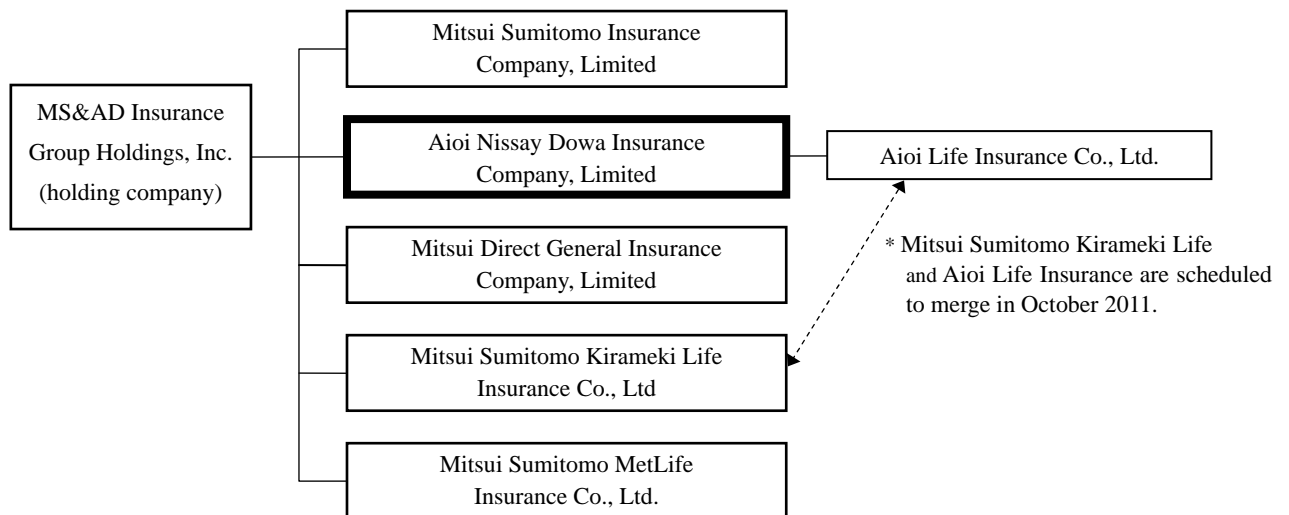
Establishment of Aioi Nissay Dowa Insurance Company, Limited

We are pleased to announce that Aioi Nissay Dowa Insurance Company, Limited (the “Company”) was established as of today through a merger of two companies in the Group; Aioi Insurance Company, Limited and Nissay Dowa General Insurance Company, Limited.

Below please find the profile of the Company.

1. Trade Name: Aioi Nissay Dowa Insurance Company, Limited
2. Address: 1-28-1, Ebisu, Shibuya-ku, Tokyo, Japan
3. Representative: Hisahito Suzuki, Representative Director, President
4. Nature of Business: Non-life insurance business
5. Stated Capital: JPY 100,000 million
6. End of Fiscal Year: March 31
7. Date of Merger: October 1, 2010

(Reference 1) Outline of the Group



(Reference 2) News release dated September 30, 2009

“Aioi Insurance, Nissay Dowa General Insurance, and Mitsui Sumitomo Insurance Group Reach Basic Agreement on Business Integration”

http://www.ms-ad-hd.com/en/news/2009/0930_3/20090930keieitougouriri-su-en.pdf