Establishment of Mitsui Sumitomo Aioi Life Insurance Company, Limited

We are pleased to announce that Mitsui Sumitomo Aioi Life Insurance Company, Limited (the "Company") was established as of today through a merger of two companies in the Group; Mitsui Sumitomo Kirameki Life Insurance Company, Limited and Aioi Life Insurance Company, Limited.

Below please find the profile of the Company.

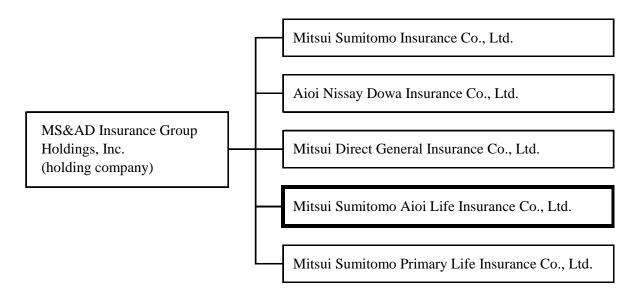
1. Trade Name: Mitsui Sumitomo Aioi Life Insurance Company, Limited

2. Address: 3-1-6, Nihonbashi, Chuo-ku, Tokyo, Japan

3. Representative: Shizuka Sasaki, Director, President

4. Stated Capital: JPY 35.5 billion
5. Total Asset *: JPY 1,789.7 billion
6. Amount of Policies in Force *: JPY 16,432.9 billion

(Reference) Outline of the Group



^{*} Total Asset and Amount of Policies in Force represent simple aggregates of Mitsui Sumitomo Kirameki Life Insurance Company, Limited (Non-consolidated) and Aioi Life Insurance Company, Limited (Non-consolidated) as of the end of March 2011.