



## Issuer Services DEPOSITARY RECEIPTS

October 16, 2009

### Corporate Action

ATTENTION: International Research, Sales, Trading and Operations Staff

#### (Revised) Name Change

	OLD	NEW
<b>Name:</b>	Benesse Corporation	Benesse Holdings Inc.
<b>Country:</b>	Japan	Japan
<b>Symbol:</b>	BSEFY	BSEFY
<b>CUSIP Number:</b>	081794109	081794109
<b>Exchange:</b>	OTC	OTC
<b>Ratio:</b>	1 ADR : 1 ORD	1 ADR : 1 ORD

Please be advised that effective October 15, 2009 **Benesse Corporation** had changed its name to **Benesse Holdings Inc.**

The current CUSIP number and Ticker Symbol remained the same.

DR holders need not take any action. Existing DR certificates will assume the new parameters and will not be subject to a mandatory exchange.

To learn more about ADRs and issuer programs, please call our marketing desks:

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