

March 24, 2014

(Translation)

Name of the Company: Nippon Meat Packers, Inc.
Representative: Noboru Takezoe
President and Representative Director
(Code No. 2282, First Sections of the Tokyo Stock Exchange and the Osaka Securities Exchange)
Person to contact: Shigeru Nakajima
General Manager of Public & Investor Relations Department

Notice of Changes in the Nippon Meat Packers Corporate Brand Logo

Nippon Meat Packers, Inc. (the “Company”) announces the adoption of a resolution at an extraordinary meeting of its Board of Directors held on March 24, 2014 to change the Nippon Meat Packers corporate brand logo. Details are as follows.

Description

1. About the Nippon Meat Packers corporate brand logo
(1) The new Nippon Meat Packers corporate brand logo

New corporate brand logo



Reference: Current corporate brand logo



- (2) The new corporate brand logo date of change:
April 1, 2014 (product packaging is scheduled to be gradually changed from July 2014 onward)

2. Reason for changing the corporate brand logo
This year marks the 50th anniversary of the Company’s unification under its current corporate brand logo in 1964. Accompanying the change in the Nippon Ham Group brand announced on November 8, 2013, the Company will change the Nippon Meat Packers corporate logo. Looking ahead, the Company aims to become a global company that is trusted and chosen by customers by being the No. 1 worldwide for delivering the “Joy of Eating.”
3. Effect on Results
The change of the corporate brand logo is expected to have a minor effect on the Company’s consolidated results.

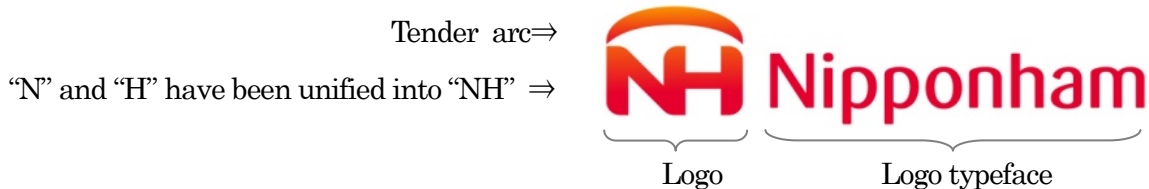
Please refer to the attached document “Details of the Change in the Nippon Meat Packers Corporate Brand Logo” for more information.

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Details of the Change in the Nippon Meat Packers Corporate Brand Logo

Description

- The new Nippon Meat Packers corporate brand logo



Logo

The new Nippon Meat Packers corporate brand logo expresses our commitment to being the No. 1 company worldwide for delivering the “Joy of Eating.”

In the same manner as the new Nippon Ham Group brand, the new corporate brand logo is composed of the “Tender arc” and “NH.”

The “Tender arc” incorporates the gentle and warm image of the light of the sun as it rises above the horizon, expressing the Group’s determination to take on the challenge of entering a new growth stage and delivering the “Joy of Eating” to the people of the world.

“NH” signifies the Nippon Ham Group while expressing its deep connection to people.


Featuring a shape that blends together the images of stability and softness, the new corporate brand logo conveys our aspiration to share the pleasures of good eating and the joys of health with people around the world through the reliable quality of our products and services.

Logo typeface

The Company’s logo typeface displays “Nipponham” spelled in alphabetical letters.

Reference: “Details of the Change in the Nippon Ham Group Brand Logo” (released on November 8, 2013)

Nippon Meat Packers, Inc. has made constructive changes to the Nippon Ham Group brand, which will be used from April 1, 2014 onward, in order to meet the increasing expectations of customers and society amid a drastically changing external environment.

- Nippon Ham Group companies’ corporate brand logo*
The corporate brand logo of each Group company will be changed to the newly crowned  logo.

The corporate logo typeface of Group companies that include “Nippon Ham” in their corporate names will be displayed as **Nipponham**. Other Group companies will display their corporate names in alphabetical letters (English spelling).

Sharing the same logo, the Nippon Ham Group will build a new corporate brand structure.

- Introduction Schedule

The new corporate brand logo will be gradually introduced starting on April 1, 2014. Product packaging is scheduled to be gradually changed from July 2014 onward

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