

July 28, 2005

MEDICEO Holdings Co., Ltd.

President: Sadatake Kumakura

Code number: 7459 (First Section, Tokyo Stock Exchange)

Contact: Kikuo Miki, Executive Managing Director
and Corporate Communication Section Head

Phone: +81-3-3517-5171

Management Philosophy and Logo of Mediceo Paltac Holdings

July 28, 2005 – MEDICEO Holdings Co., Ltd. (“MEDICEO Holdings”) will change its name to Mediceo Paltac Holdings Co., Ltd. (“Mediceo Paltac Holdings”) upon integrating its management in line with a share exchange with PALTAC CORPORATION (“PALTAC”) on October 1, 2005.

Today at a meeting of its Board of Directors, MEDICEO Holdings set the management philosophy, management policy, logo, business field names and corporate slogan for Mediceo Paltac Holdings and the Mediceo Paltac Group. Details are as follows.

1. Management Philosophy

“Contributing to people’s health and the advancement of society through creation of value in distribution”

2. Management Policy

- (1) Creating a vitalized corporate culture to make the MEDICEO Group trusted by society
- (2) Management that raises shareholder value and thorough legal compliance
- (3) Faithfully create a free and open-minded corporate culture and train creative personnel

3. Logo



The logo design suggests people holding hands and harmony, which symbolize cooperation, coexistence and the strength to live. It also expresses that Mediceo Paltac is a company that grows with customers and business partners, expands broadly and respects people.

The futuristic, refined English font also suggests the new direction Mediceo Paltac Holdings will take as a general wholesaler of pharmaceuticals and cosmetics and daily necessities.

4. Business Fields

“Medical care, health and beauty”

5. Slogan

“Energy and brightness”

This slogan will be broadly distributed within the Group as an expression of what the Mediceo Paltac Group aims to provide people.

#