

TOWCO.,LTD.

Report for the 35th Business Term

(July 1, 2010 to June 30, 2011)

English Translation – Reference Purpose Only

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No representation or warranty is made with respect to its accuracy, and it has no legally binding effect.

If there is any discrepancy between the Japanese original and this translation, the Japanese original will always prevail.

| To Our Shareholders

We would like to extend our sincere gratitude to all shareholders for your usual support for TOW Co., Ltd.

We at TOW Co., Ltd. would also like to extend our heartfelt sympathy to those affected by the Great East Japan Earthquake.

On June 30, 2011, the Company concluded its 35th business term (from July 1, 2010 to June 30, 2011) and it is our pleasure to present you with the report for the term.

During the term under review, the outlook of the Japanese economy became uncertain due to the impact of the Great East Japan Earthquake which occurred on March 11, 2011.

In the area of promotion, the Group's main business, an increasing number of clients had been showing improvement in their business results earlier in the term. However, they started to put voluntary restraints on their advertising and promotional activities in the aftermath of the Great East Japan Earthquake, resulting in a very difficult situation for the Group.

Nevertheless, customers (advertisers) continue to have strong expectations for their promotions to have immediate impact on their sales. To meet such expectations, advertising agencies are fully engaged in the reinforcement of relevant measures. In response to such developments among advertising agencies, the Group is going to tackle further enhancement of capabilities to provide one-stop structure and to present promotion proposals.

We would appreciate your continuous cooperation and support to the Group.

September 2011



Chairman, President and Chief Executive Officer (CEO)



| Business Summary

Business Progress and Results

During the term under review, the Japanese economy was on a gradual recovery trend for a period, on the back of sustained growth in the emerging markets including Asian countries, along with the Government's economic policy package, until the Great East Japan Earthquake struck on March 11, 2011, which turned the economic outlook into an unpredictable realm yet again.

In the advertising industry to which the Group belongs, the total domestic advertising expenditures in 2010 (from January to December) amounted to ¥5,842.7 billion (1.3% fall year-on-year; based on Advertising Expenditures in Japan, published by Dentsu Inc. in February 2011), registering a decrease for the last three consecutive years.

Reviewing the sales of major advertising agencies in 2010 (from January to December), some of them started to show year-on-year increases (based on Advertising and the Economy, published on February 21, 2011), however, sales after January 2011 (from January to June) turned yet again into a year-on-year decline, owing to the Great East Japan Earthquake (based on Advertising and the Economy, published on August 1, 2011). Thus, business remained stagnant for the major players as well.

In the area of promotion, the Group's main business, an increasing number of clients had been showing improvement in their business results earlier in the term. However, they started to put voluntary restraints on their advertising and promotional activities in the aftermath of the Great East Japan Earthquake, resulting in a very difficult situation for the Group.

In this environment, the Group has been tackling enhancement of capabilities to provide one-stop structure and to present promotion proposals via alliance in all dimensions. Specifically, we formed a business alliance with TRANSACTION CO., Ltd., to enhance the business area of novelties (promotional goods, giveaways, etc.), along with business alliances with KAYAC Inc., and three other companies to reinforce the Web Department.

Meanwhile, in the aftermath of the Great East Japan Earthquake, which thankfully has caused no direct loss or damage to the Group, more and more clients started to put voluntary restraints on their advertising and promotional activities, resulting in the cancellation and postponement of orders received worth roughly ¥1,400 million scheduled to be implemented during the fourth quarter (from April to June 2011), the Group's busiest season of the year. Impact of the earthquake also dramatically reduced orders received in March and April 2011.

As a result, sales dropped significantly, and consolidated net sales for the term under review was ¥10,570 million (down 16.0% year-on-year), while operating profit turned out to be ¥378 million (down 43.6% year-on-year). On the other hand, recurring profit stood at ¥377 million (down 43.6% year-on-year) while net income reached ¥131 million (down 63.3% year-on-year).

Business Summary

Business Summary by Sector

Sales Promotion

Consolidated sales for the term under review fell 8.0% year-on-year, largely due to the cancellation of major test-ride events by automobile manufacturers in the aftermath of the Great East Japan Earthquake.

Public Relations

Consolidated sales for the term under review fell 4.8% year-on-year, due to stagnant growth in orders from automobile manufacturers surpassing the effect of solid orders from logistics operators and hair care products manufacturers.

Exhibitions & Shows

Consolidated sales fell 100.0% from the previous year, due to the absence of large-scale event orders received like Theme

Events Celebrating the 150th Anniversary of the Opening of the Port of Yokohama (Y150), along with the exhibition “Egypt’s Sunken Treasures”, which we hosted in the previous year.

Materials Production

Consolidated sales decreased by 15.2% from the previous year, due to stagnant growth in orders for promotional goods, etc. from the food service industry and game machine manufacturers.

Culture- and Sport-related Projects

Consolidated sales fell 99.0% year-on-year, due to the absence of orders received in connection with the Olympics in the previous year.

Event Planning

Consolidated sales increased 2.7% from the previous year.

Consolidated Sales Breakdown

Years ended June 30

| Event category | | 2010 | | 2011 | | Year on year (%) |
|-----------------------------|-------------------------------------|--------------------|-------------------------|--------------------|-------------------------|------------------|
| | | Amount (¥ million) | Percentage of total (%) | Amount (¥ million) | Percentage of total (%) | |
| Event production | Sales promotions | 7,744 | 61.6 | 7,124 | 67.4 | (8.0) |
| | Public relations | 2,580 | 20.5 | 2,458 | 23.3 | (4.8) |
| | Exhibitions & shows | 857 | 6.8 | - | - | (100.0) |
| | Materials production | 1,053 | 8.4 | 893 | 8.4 | (15.2) |
| | Culture- and sport-related projects | 249 | 2.0 | 2 | 0.0 | (99.0) |
| Subtotal | | 12,485 | 99.3 | 10,477 | 99.1 | (16.1) |
| Revenue from event planning | | 89 | 0.7 | 92 | 0.9 | 2.7 |
| Total | | 12,575 | 100.0 | 10,570 | 100.0 | (16.0) |

| Business Summary

Tasks Ahead

As described in Business Progress and Results above, the management environment is likely to remain extremely severe. On the other hand, customers (advertisers) continue to have strong expectations for their promotions to have immediate impact on their sales. To meet such expectations, advertising agencies are fully engaged in the reinforcement of relevant measures. In response to such developments among advertising agencies, the Group is going to tackle further enhancement of capabilities to provide one-stop structure and to present promotion proposals.

Enhancement of one-stop structure and promotion proposal capability

As part of the strategies to enhance our one-stop structure capability and promotion proposal capability, we will further reinforce the ongoing capital/business alliance with J-COM Holdings Co., Ltd. in the OTC (over-the-counter) area, along with a business alliance with TRANSACTION CO., Ltd., in the novelties area, and that with KAYAC Inc., as well as three other companies in the Web area. In the meantime, we will remain active in considering M&A and further new business alliances.

■ Dividend Policy

The Company appreciates profit-sharing with shareholders as one of the critical management agendas and makes it a primary company policy to distribute surplus by constant dividend payout, while ensuring to maintain internal reserves necessary for future business development and reinforcement of the management base.

Under this primary policy, the Company decided to pay a ¥5 per share final dividend for the term as announced on May 9, 2011. As a result, on top of the ¥16 per share interim dividend, we have achieved the minimum full-year dividend of ¥21 per share as announced on August 5, 2010.

As has been the case, dividend for the next business term shall be based on two profit distribution criteria, namely consolidated payout ratio and dividend yield.

Specifically, the Company decided to pay as the minimum dividend payout, expected dividend per share calculated by 40% payout ratio against the expected net income in the consolidated earnings forecast for the next term concurrently announced on the results announcement date for the term under review, or provisional dividend per share calculated by the closing share price of the previous day (August 4, 2011) of the results announcement date, multiplied by 4.5% dividend yield, whichever higher. Based on this method, the minimum dividend payout for the next term should be ¥21.

However, the Company, in consideration of the profit distribution to shareholders as the top priority issue, will offer a ¥26 minimum dividend payout for the next term by adding ¥5 on top of the above ¥21, where ¥26 full-year dividend shall be split into a ¥13 interim dividend and ¥13 year-end dividend.

Consolidated Balance Sheets

As of June 30, 2010 and 2011

Thousands of yen

| | 2010 | 2011 | | 2010 | 2011 |
|---|------------------|------------------|---|------------------|------------------|
| Assets | | | Liabilities | | |
| Current assets: | 7,155,475 | 5,907,380 | Current liabilities: | 2,922,433 | 2,000,378 |
| Cash and deposits | 2,211,175 | 1,895,474 | Accounts payable - trade | 1,412,439 | 758,808 |
| Notes and accounts receivable | 2,207,671 | 1,225,746 | Short-term loans | 840,000 | 840,000 |
| Prepaid expenses for ongoing projects | 220,602 | 198,777 | Current portion of long-term loans payable | 18,048 | 14,312 |
| Accounts receivable - other | 2,401,761 | 2,487,548 | Income taxes payable | 178,224 | 71,935 |
| Prepaid expenses | 37,030 | 36,392 | Reserve for employees' bonuses | 17,597 | 17,583 |
| Deferred tax assets | 68,147 | 53,154 | Other | 456,123 | 297,738 |
| Other | 10,892 | 10,554 | Long-term liabilities: | 382,901 | 375,302 |
| Allowance for doubtful accounts | (1,805) | (267) | Long-term loans payable | 64,316 | 50,004 |
| Noncurrent assets: | 1,302,203 | 1,483,972 | Reserve for employees' retirement benefits | 149,845 | 160,411 |
| Tangible fixed assets: | 119,020 | 96,607 | Reserve for directors' retirement allowances | 162,465 | 162,586 |
| Building | 68,255 | 58,367 | Other | 6,275 | 2,300 |
| Tools, furniture and fixtures | 44,640 | 32,150 | Total liabilities | 3,305,334 | 2,375,681 |
| Vehicles | 96 | 60 | Net assets | | |
| Land | 6,027 | 6,027 | Shareholders' equity: | 5,222,841 | 4,986,634 |
| Intangible assets: | 96,232 | 80,454 | Capital stock | 948,994 | 948,994 |
| Investment and others: | 1,086,951 | 1,306,910 | Capital surplus | 1,027,376 | 1,027,376 |
| Investments in securities | 292,482 | 650,643 | Retained earnings | 3,716,610 | 3,480,497 |
| Refundable insurance premium | 297,194 | 296,330 | Treasury stock | (470,140) | (470,235) |
| Deferred tax assets | 211,224 | 107,733 | Valuation and translation adjustments: | (72,542) | 27,876 |
| Deferred tax assets on land revaluation | 18,972 | - | Net unrealized gains (losses) on other securities | (44,899) | 74,491 |
| Leasehold deposits | 255,875 | 241,475 | Revaluation reserve for land | (27,642) | (46,614) |
| Other | 19,786 | 19,153 | Subscription rights to shares: | 738 | 1,160 |
| Allowance for doubtful accounts | (8,583) | (8,426) | Minority interests | 1,306 | - |
| Total assets | 8,457,679 | 7,391,352 | Total net assets | 5,152,344 | 5,015,671 |
| | | | Total liabilities and net assets | 8,457,679 | 7,391,352 |

Note: The amounts listed above are rounded down to the nearest thousand yen.

Consolidated Statements of Income

Years ended June 30, 2010 and 2011

Thousands of yen

| | 2010 | 2011 |
|--|-------------------|-------------------|
| Net sales | 12,575,536 | 10,570,158 |
| Cost of sales | 11,051,798 | 9,441,336 |
| Gross profit | 1,523,738 | 1,128,821 |
| Selling, general and administrative expenses | 852,508 | 750,253 |
| Operating income | 671,229 | 378,568 |
| Non-operating income | 15,702 | 11,696 |
| Non-operating expenses | 16,415 | 12,381 |
| Recurring profit | 670,516 | 377,882 |
| Extraordinary income | 10,565 | 899 |
| Extraordinary losses | 11,116 | 18,963 |
| Income before income taxes | 669,966 | 359,818 |
| Income taxes - current | 321,036 | 193,352 |
| Income taxes - deferred | (8,462) | 36,539 |
| Income before minority interests | - | 129,925 |
| Minority interests in income (loss) | 218 | (1,306) |
| Net income | 357,173 | 131,232 |

Note: The amounts listed above are rounded down to the nearest thousand yen.

Consolidated Statement of Changes in Net Assets

Year ended June 30, 2011

Thousands of yen

| | Shareholders' equity | | | | | Accumulated other comprehensive income | | | Subscription rights to shares | Minority interests | Total net assets |
|--|----------------------|-----------------|-------------------|----------------|----------------------------|---|------------------------------|--|-------------------------------|--------------------|------------------|
| | Capital stock | Capital surplus | Retained earnings | Treasury stock | Total shareholders' equity | Valuation difference on available-for-sale securities | Revaluation reserve for land | Total accumulated other comprehensive income | | | |
| Balance as of June 30, 2010 | 948,994 | 1,027,376 | 3,716,610 | (470,140) | 5,222,841 | (44,899) | (27,642) | (72,542) | 738 | 1,306 | 5,152,344 |
| Changes during the term | | | | | | | | | | | |
| Dividends | | | (367,345) | | (367,345) | | | | | | (367,345) |
| Net income | | | 131,232 | | 131,232 | | | | | | 131,232 |
| Acquisition of treasury stock | | | | (94) | (94) | | | | | | (94) |
| Net changes of items other than shareholders' equity | | | | | | 119,391 | (18,972) | 100,419 | 422 | (1,306) | 99,534 |
| Total changes during the term | - | - | (236,112) | (94) | (236,206) | 119,391 | (18,972) | 100,419 | 422 | (1,306) | (136,672) |
| Balance as of June 30, 2011 | 948,994 | 1,027,376 | 3,480,497 | (470,235) | 4,986,634 | 74,491 | (46,614) | 27,876 | 1,160 | - | 5,015,671 |

Note: The amounts listed above are rounded down to the nearest thousand yen.

Consolidated Statements of Cash Flows

Years ended June 30, 2010 and 2011

Thousands of yen

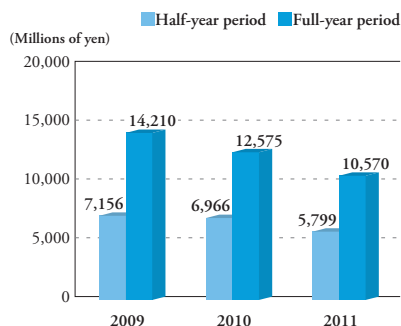
| | 2010 | 2011 |
|--|-----------|-----------|
| Cash flows from operating activities | 790,896 | 270,122 |
| Cash flows from investing activities | (150,685) | (200,456) |
| Cash flows from financing activities | (372,070) | (385,487) |
| Net increase (decrease) in cash and cash equivalents | 268,140 | (315,821) |
| Cash and cash equivalents at beginning of year | 1,942,512 | 2,210,653 |
| Cash and cash equivalents at end of year | 2,210,653 | 1,894,832 |

Note: The amounts listed above are rounded down to the nearest thousand yen.

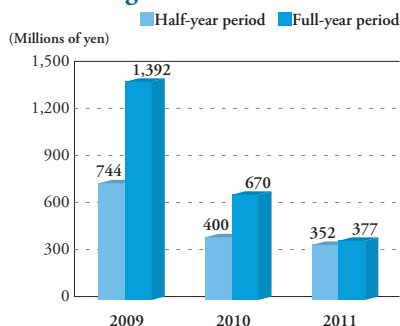
Financial Highlights (consolidated)

Years ended June 30

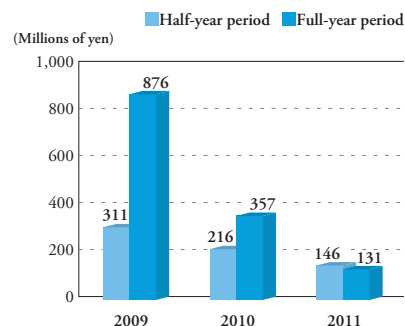
Net Sales



Recurring Profit



Net Income



Millions of yen

| | 2009 | 2010 | 2011 |
|------------------|--------|--------|--------|
| Net sales | 14,210 | 12,575 | 10,570 |
| Operating income | 1,401 | 671 | 378 |
| Recurring profit | 1,392 | 670 | 377 |
| Net income | 876 | 357 | 131 |
| Total assets | 9,093 | 8,457 | 7,391 |
| Net assets | 5,175 | 5,152 | 5,015 |

Non-Consolidated Balance Sheets

As of June 30, 2010 and 2011

Thousands of yen

| | 2010 | 2011 | | 2010 | 2011 |
|--|------------------|------------------|---|------------------|------------------|
| Assets | | | Liabilities | | |
| Current assets: | 6,836,854 | 5,579,996 | Current liabilities: | 2,864,946 | 1,910,350 |
| Cash and deposits | 1,984,089 | 1,648,142 | Accounts payable - trade | 1,170,125 | 626,802 |
| Notes receivable | 363,133 | 285,951 | Accounts payable to affiliated company | 291,506 | 138,641 |
| Accounts receivable - trade | 1,783,547 | 905,252 | Short-term loans | 840,000 | 840,000 |
| Prepaid expenses for ongoing projects | 203,676 | 173,638 | Accounts payable- other | 240,259 | 98,708 |
| Accounts receivable - other | 2,402,759 | 2,482,230 | Income taxes payable | 152,609 | 50,994 |
| Prepaid expenses | 33,515 | 32,168 | Consumption taxes payable | 1,158 | - |
| Deferred tax assets | 55,969 | 43,036 | Accrued expenses | 118,935 | 100,462 |
| Other | 10,163 | 9,575 | Advances payment for ongoing projects | 17,609 | 26,901 |
| Noncurrent assets: | 1,413,069 | 1,598,014 | Deposits received | 17,067 | 12,388 |
| Tangible fixed assets: | 106,658 | 87,279 | Reserve for employees' bonuses | 15,674 | 15,450 |
| Building | 60,896 | 52,250 | Long-term liabilities: | 307,760 | 312,638 |
| Tools, furniture and fixtures | 39,734 | 29,001 | Reserve for employees' retirement benefits | 139,020 | 148,951 |
| Land | 6,027 | 6,027 | Reserve for directors' retirement allowances | 162,465 | 161,386 |
| Intangible assets: | 67,184 | 54,055 | Other | 6,275 | 2,300 |
| Telephone subscription rights | 2,652 | 2,652 | Total liabilities | 3,172,707 | 2,222,989 |
| Software | 44,932 | 36,002 | Net assets | | |
| Goodwill | 19,600 | 15,400 | Shareholders' equity: | 5,149,021 | 4,925,984 |
| Investment and other assets: | 1,239,226 | 1,456,679 | Capital stock | 948,994 | 948,994 |
| Investments in securities | 292,482 | 650,643 | Capital surplus | 1,027,376 | 1,027,376 |
| Investments in stock of affiliated company | 176,304 | 170,000 | Additional paid-in capital | 1,027,376 | 1,027,376 |
| Membership rights | 8,410 | 8,410 | Retained earnings | 3,642,790 | 3,419,848 |
| Refundable insurance premium | 291,880 | 290,419 | Legal reserve | 22,845 | 22,845 |
| Deferred tax assets | 201,980 | 102,410 | Other retained earnings | 3,619,945 | 3,397,003 |
| Deferred tax assets on land revaluation | 18,972 | - | General reserve | 2,900,000 | 3,100,000 |
| Leasehold deposits | 249,195 | 234,795 | Retained earnings carried forward | 719,945 | 297,003 |
| | | | Treasury stock | (470,140) | (470,235) |
| | | | Valuation and translation adjustments: | (72,542) | 27,876 |
| | | | Net unrealized gains (losses) on other securities | (44,899) | 74,491 |
| | | | Revaluation reserve for land | (27,642) | (46,614) |
| | | | Subscription rights to shares: | 738 | 1,160 |
| Total assets | 8,249,924 | 7,178,011 | Total net assets | 5,077,217 | 4,955,022 |
| | | | Total liabilities and net assets | 8,249,924 | 7,178,011 |

Note: The amounts listed above are rounded down to the nearest thousand yen.

Non-Consolidated Statements of Income

Years ended June 30, 2010 and 2011

Thousands of yen

| | 2010 | 2011 |
|--|-------------------|-------------------|
| Net sales | 12,317,770 | 10,065,247 |
| Cost of sales | 10,907,041 | 9,050,811 |
| Gross profit | 1,410,729 | 1,014,436 |
| Selling, general and administrative expenses | 824,782 | 709,487 |
| Operating income | 585,947 | 304,948 |
| Non-operating income | 98,658 | 61,980 |
| Non-operating expenses | 14,847 | 10,560 |
| Recurring profit | 669,758 | 356,368 |
| Extraordinary income | 10,565 | 899 |
| Extraordinary losses | 11,116 | 25,268 |
| Income before income taxes | 669,207 | 331,999 |
| Income taxes - current | 287,000 | 157,036 |
| Income taxes - deferred | (8,233) | 30,559 |
| Net income | 390,440 | 144,402 |

Note: The amounts listed above are rounded down to the nearest thousand yen.

Non-Consolidated Statement of Changes in Net Assets

Year ended June 30, 2011

Thousands of yen

| | Shareholders' equity | | | | | | | | Valuation and translation adjustments | | | Subscription rights to shares | Total net assets | |
|--|----------------------|------------------|-----------------------|---------------|-------------------|-----------------------------------|-------------------------|----------------|---------------------------------------|---|------------------------------|-------------------------------|------------------|---|
| | Capital stock | Capital surplus | | Legal reserve | Retained earnings | | | Treasury stock | Total Shareholders' equity | Net unrealized gains (losses) on other securities | Revaluation reserve for land | | | Total valuation and translation adjustments |
| | | Capital reserves | Total capital surplus | | General reserve | Retained earnings carried forward | Total retained earnings | | | | | | | |
| Balance as of June 30, 2010 | 948,994 | 1,027,376 | 1,027,376 | 22,845 | 2,900,000 | 719,945 | 3,642,790 | (470,140) | 5,149,021 | (44,899) | (27,642) | (72,542) | 738 | 5,077,217 |
| Changes during the term | | | | | | | | | | | | | | |
| Provision for general reserve | | | | | 200,000 | (200,000) | - | | - | | | | | - |
| Dividends | | | | | | (367,345) | (367,345) | | (367,345) | | | | | (367,345) |
| Net income | | | | | | 144,402 | 144,402 | | 144,402 | | | | | 144,402 |
| Acquisition of treasury stock | | | | | | | | (94) | (94) | | | | | (94) |
| Net changes of items other than shareholders' equity | | | | | | | | | | 119,391 | (18,972) | 100,419 | 422 | 100,841 |
| Total changes during the term | - | - | - | - | 200,000 | (422,942) | (222,942) | (94) | (223,036) | 119,391 | (18,972) | 100,419 | 422 | (122,195) |
| Balance as of June 30, 2011 | 948,994 | 1,027,376 | 1,027,376 | 22,845 | 3,100,000 | 297,003 | 3,419,848 | (470,235) | 4,925,984 | 74,491 | (46,614) | 27,876 | 1,160 | 4,955,022 |

Note: The amounts listed above are rounded down to the nearest thousand yen.

Corporate Profile

As of June 30, 2011

Name: TOW Co., Ltd.

Head Office: Kamiyacho Central Place, 3-13, Toranomon 4-chome, Minato-ku, Tokyo 105-0001

Establishment: July 6, 1976

Paid-in Capital: ¥948,994 thousand

Number of Employees: 130

- Main Business Lines:**
1. Planning, production, construction, creation and management of events and seminars
 2. Construction of buildings and erection of other structures, interior decoration, and electrical installation work performed under contract for promotional and other events
 3. Planning and production of advertising and public relations events
 4. Planning and production of sales promotion campaigns, and planning and publishing of exhibitions and interior decoration
 5. Planning, production, sales, and import/export of advertisements, promotional goods and premiums related to sales promotion
 6. Planning, production and publishing of various printed matters

Directors and Corporate Auditors (As of September 26, 2011)

Chairman, President and Chief Executive Officer (CEO)
 Deputy President and Corporate Officer
 Managing Director and Corporate Officer
 Managing Director and Corporate Officer
 Managing Director and Corporate Officer
 Director and Corporate Officer
 Director and Corporate Officer
 Director and Corporate Officer
 Corporate Officer
 Corporate Officer
 Standing Corporate Auditor
 Corporate Auditor
 Corporate Auditor

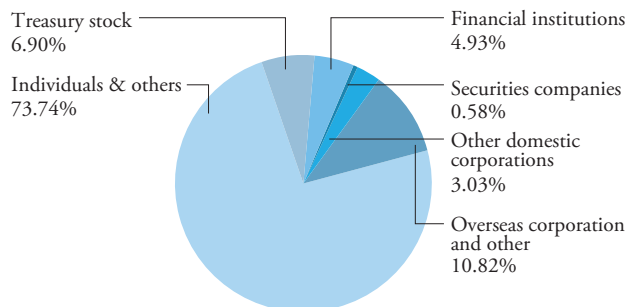
Osamu Kawamura
Katsuji Maki
Michihiro Akimoto
Hajime Kimura
Kouji Egusa
Shigeo Shimamura
Hiroyoshi Settsu
Takehito Masumori
Satoshi Suzuki
Isao Miyake
Haruo Kurami
Shintaro Hagiwara
Shigeo Yoshida

Stock Information

As of June 30, 2011

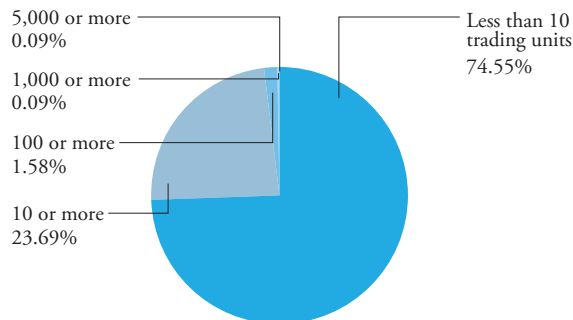
1. Number of shares authorized to be issued..... 48,000,000 shares
2. Number of shares issued..... 12,242,274 shares
3. Number of shareholders5,585

Shareholders by Type



Shareholders by Number of Shares Held

(Breakdown of shareholders by number of shares held.)



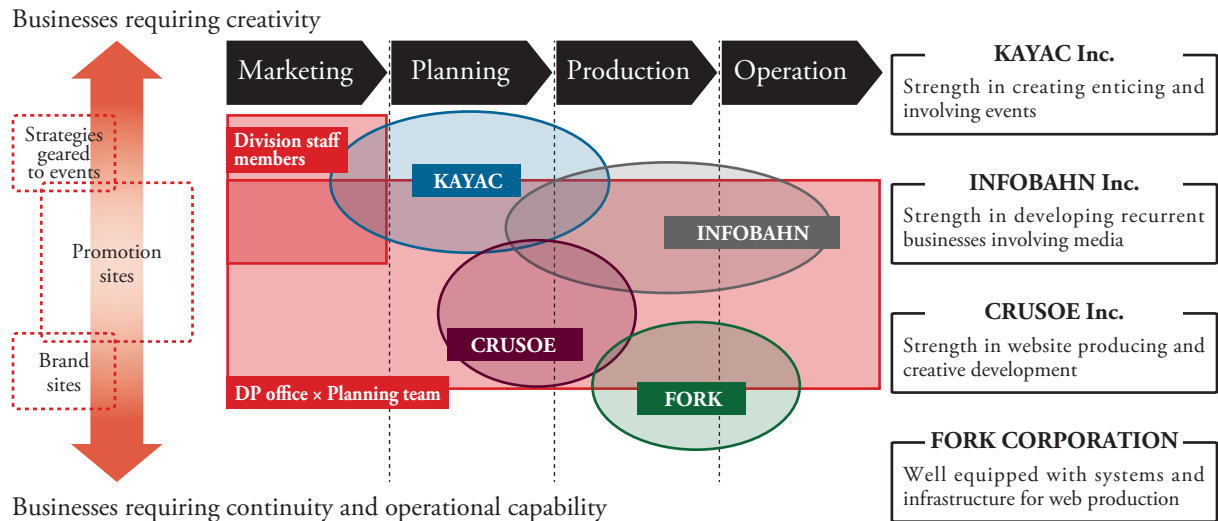
The following is quoted from the handout distributed at the financial results meeting for the fiscal year ended June 2011 held on August 8, 2011, describing “About Future Measures”.

TOW NEWS

About Future Measures

(1) Strengthening of the Web area

Business alliance with four companies with respective different strengths



(2) Strengthening of the novelty area

Effective results from the business alliance with TRANSACTION CO., Ltd.

(3) Strengthening of the OTC area

Effective results from the capital/business alliance with J-COM Holdings Co., Ltd.

We will further step up these strategies to enhance one-stop structure and promotion proposal capability.

TOW NEWS

■ An episode of timely preparedness at an event when the Great East Japan Earthquake struck

In Sendai on March 11, 2011, we held a reception organized by the Company for one of our clients, a major convenience store chain, to celebrate the presentation of their new strategies, and among the 1,000 participants in attendance were the president and all officers of the client. The venue was suddenly hit by an earthquake measuring level 6-upper on the Japanese seismic intensity scale; those in attendance were not able to remain standing, lighting fixtures shattered and pieces fell from the ceiling, and 1,000 meals prepared for attendees were scattered about the floor.

However, thanks to the thorough pre-disaster preparedness of both client staff and our own staff by having checked the evacuation route and assembly point on the previous day, and thanks also to the effective post-disaster response using the loudspeakers supplied for the event and more than 20 transceivers carried by all of our staff, the nearly 1,000 in attendance were successfully evacuated from the venue through effective communication. To this, the client expressed exceptional satisfaction and appreciation.

TOW NEWS

■ The 12th Term Planners School

TOW Planners School which the Company has promoted all along, has developed and produced quite a few excellent planners in the promotions area, based on the belief that event planning and promotion planning are the two most important areas, outside the four major media in the advertising industry.

We take pride in TOW Planners School which can inspire and motivate participants to become today's "most effective planners" through refining in a professional and creative way their various knowledge and technique as well as spirit that help to realize the good intention to create a society more upbeat and pleasant if only a little by improving relationships of all kinds therein.

We are engaging in further upgrading of its curriculum to introduce basic digital promotion in the Promotion Planning Course, from the 12th term (from October 15, 2011 – March 17, 2012).

Shareholder Information

Business year: From July 1 to June 30 of the following year

Regular general meeting of shareholders: September every year

Administrator of stockholders' register and Mitsubishi UFJ Trust and Banking Corporation
special account management institution: 4-5, Marunouchi 1-chome, Chiyoda-ku, Tokyo

Contact/Mailing address: Corporate Agency Div., Mitsubishi UFJ Trust and Banking Corporation
7-10-11, Higashisuna, Koto-ku, Tokyo 137-8081, Japan

Tel (toll free number): 0120-232-711

One trading unit: 100 shares

Method of public notices: <http://www.tow.co.jp/>

(When electronic public notices are not possible due to accidents or other unavoidable reasons, they will be made available in the newspaper, the Nihon Keizai Shimbun.)



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