

[Provisional Translation Only]

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April 19, 2010

Asset Managers Holdings Co., Ltd. (Osaka Securities Exchange, Hercules Market, 2337)
Representative: Scott Callon, Chairman and Representative Statutory Executive Officer
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Proposed Change in Company Name to Ichigo Group Holdings Co., Ltd.

Asset Managers Holdings Co., Ltd. (“Asset Managers”) resolved at a meeting of its Board of Directors today to seek approval of a change in its corporate name to Ichigo Group Holdings Co., Ltd. at its annual general meeting of shareholders to be held in the end of May 2010.

In addition, several Asset Managers subsidiaries resolved to similarly change their names, as described below, contingent upon approval at the Asset Managers shareholders meeting.

1. Purpose of the Name Change

Asset Managers is dedicated to providing outstanding investment opportunities, services, and solutions for its clients globally, building upon the knowledge and experience in real estate and financial services it has developed since its establishment in March 2000. Although the financial crisis that began in 2007 severely impacted our operations, Asset Managers has refocused on its core business of Japanese real estate asset management and strengthened its financial base with the support of Ichigo Asset Trust and the Ichigo Group. Through this effort, and with grateful thanks for the support from all of our stakeholders, Asset Managers has successfully returned to profitability.

Going forward, Asset Managers is committed to achieving and maintaining excellence for our clients as a core company of the Ichigo Group. To that end, Asset Managers is proposing to change its name from Asset Managers Holdings Co., Ltd. to Ichigo Group Holdings Co., Ltd., effective September 1, 2010.

“Ichigo” comes from an ancient Japanese proverb, *Ichigo Ichie*, literally meaning “One lifetime, one encounter.” The phrase comes from the writings of a 16th century master of the tea ceremony, Yamanoue no Souji. Souji called upon his disciples to give total focus and sincerity to each act of the tea ceremony for a guest, because that particular moment will only exist once, and must be fully lived and realized. Based on this philosophy of respect, the Ichigo Group has built strong relationships, both in Japan and globally, with a broad variety of companies, investors, and other stakeholders. Asset Managers supports this philosophy of building and maintaining strong long-term relationships to support the success and growth of its clients and shareholders.

2. Proposed New Corporate Name

Ichigo Group Holdings Co., Ltd.

3. Effective Date of Name Change

September 1, 2010, contingent upon approval of the partial amendment to the Articles of Incorporation at Asset Managers' shareholders meeting in the end of May 2010

4. Proposed Amendment to the Names of Subsidiaries

Asset Investment Advisors Co., Ltd.

- Company name: Asset Investment Advisors Co., Ltd.
- Representative: Kazuya Sahashi, President and Representative Statutory Executive Officer
- Address: 1-1-1 Uchisaiwaicho, Chiyoda-ku, Tokyo
- Business: Real estate asset management
- Paid-in capital: 100 million yen (as of November 2009)
- Shareholder: Asset Managers Holdings Co., Ltd. 100%
- New name: Ichigo Real Estate Investment Advisors Co., Ltd.

Asset Financial Solutions Co., Ltd.

- Company name: Asset Financial Solutions Co., Ltd.
- Representative: Yukio Nakagawa, President and Representative Statutory Executive Officer
- Address: 1-1-1 Uchisaiwaicho, Chiyoda-ku, Tokyo
- Business: Securitization
- Paid-in capital: 3,005 million yen (as of November 2009)
- Shareholder: Asset Managers Holdings Co., Ltd. 100%
- New name: Ichigo Solutions Co., Ltd.

Asset Logistics Co., Ltd.

- Company name: Asset Logistics Co., Ltd.
- Representative: Minoru Ishihara, President and Representative Statutory Executive Officer
- Address: 1-1-1 Uchisaiwaicho, Chiyoda-ku, Tokyo
- Business: Management of wholesale market and real estate leasing
- Paid-in capital: 95 million yen (as of November 2009)
- Shareholder: Asset Managers Holdings Co., Ltd. 100%
- New name: Ichigo Marché Co., Ltd.

ASSET MANAGERS (TAIWAN) COMPANY LIMITED

- Company name: ASSET MANAGERS (TAIWAN) COMPANY LIMITED
- Representative: Xu Zhijun, President and Representative Statutory Executive Officer
- Address: 6F, No. 107. Jen-Ai Road, Sec. 4. Taipei 106 Taiwan R.O.C.



Solutions For The Future.

- Business: Asset management, financial and investment advisory, brokerage, financial instrument repo
- Paid-in capital: NTD 60 million (as of November 2009)
- Shareholder: Asset Managers Holdings Co., Ltd. 100%
- New name: Ichigo Taiwan Co., Ltd.