



Creating peace of mind through honest and committed management.



[Provisional Translation Only]

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January 11, 2011

Ichigo Group Holdings Co., Ltd. (JASDAQ, 2337)

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Change in Corporate Name of Subsidiary

Ichigo Group Holdings (“Ichigo”) hereby announces that JAPAN OFFICE ADVISORS, Inc. (“JOAS”), all shares of which were acquired by Ichigo today, has changed its corporate name. JOAS is the asset manager of JAPAN OFFICE Investment Corporation, a J-REIT listed on the Tokyo Stock Exchange (Ticker: 8983). The name change decision was made today at a shareholders meeting of JOAS. The details of the change are as below:

1. Overview of Subsidiary

- Company Name: JAPAN OFFICE ADVISORS, Inc.
- Address: 1-10 Nanpeidai-cho, Shibuya-ku, Tokyo
- Representative: Hirotomo Tasaki, President
- Business: J-REIT asset management
- Paid-in Capital: 400 million yen

2. New Company Name

Ichigo REIT Management Co., Ltd.

3. Date of Change

January 11, 2011

4. Reason for Change

Ichigo acquired all shares of JOAS today, making it a 100% subsidiary. (For details, please reference the release [Acquisition of JAPAN OFFICE ADVISORS, Inc.](#) from November 30, 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 investors and other stakeholders. By changing its name to Ichigo REIT Management Co., Ltd., JOAS will thus embed Ichigo's philosophy in its corporate name, and as an Ichigo Group member seek to further strengthen its long-term relationships with clients and shareholders to support their success and growth.