

Kewpie Corporation

1-4-13 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan Tel:03-3486-3331



(Translation)

January 24, 2013

Dear Sirs:

Name of the Company: Kewpie Corporation
Representative: Minesaburo Miyake,
President and Representative
Director
(Code No. 2809; the first section of the Tokyo Stock Exchange)
Person to contact: Nobuo Inoue,
Director and General Manager of
Operation Promote Department

Notice of Creation of Management Advisory Board

It is hereby notified that Kewpie Corporation (the "Company") has created a Management Advisory Board as an advisory organ to the President, as described below:

Description

1. Purpose:

The Company has created the Board to obtain advice and recommendations so that the Group may strengthen the health, fairness and transparency of management to better serve society and consumers while the environment surrounding management is changing drastically.

2. Operation and constitution:

- Regular meetings will be held twice a year and a meeting will be convened from time to time as the necessity arises.
- Two (2) members appointed from outside the Company:

Yuri Okina

Counselor, The Japan Research Institute, Limited

Emiko Takeishi

Professor, Faculty of Life-long Learning and Career Studies, Hosei University

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- Participants from inside the Company:

The President and Representative Director and according to agenda items, a Director or Directors and other officers will participate in any meeting.

3. First regular meeting:

The first meeting was held on January 22, 2013 and opinions about the conditions of the Company and the food industry and other matters were exchanged vigorously.

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