

January 16, 2008

Notification of Business Alliance with Meiho Enterprise Co., Ltd.

Herein follows notification of the Haseko Corporation board's decision to pursue a business and capital alliance with Meiho Enterprise Co., Ltd. as determined at the board of directors meeting held on January 16, 2008.

1. Rationale for business and capital alliance

Haseko Corporation and Meiho Enterprise Co., Ltd. will implement a business and capital alliance aimed at enhancing the effectiveness of each party's managerial resources, especially in regard to the development of environmentally friendly condominiums through the application of external thermal insulation, etc.

2. Business alliance details

Haseko Corporation will develop and supply a superior standard of environmentally friendly condominiums by fusing our building technologies with the know-how and data for environmentally friendly condominiums held by Meiho Enterprise Co., Ltd.

Specifically, it is intended that technological information concerning the external thermal insulation method of construction will be provided by us while priority for construction work orders will be given to us, along with the joint development of new technologies and environmentally friendly condominiums, etc. Haseko Corporation will conclude individual contracts and determine the details for such joint operations, design, and construction work.

3. Capital alliance details

Haseko Corporation will acquire an allocation of 500,000 shares (¥550 million) out of the 1,100,000 new shares (common stock) issued through third-party allocation plans to be implemented by Meiho Enterprises Co., Ltd.

4. Profile of Meiho Enterprise Co., Ltd. (as of July 31, 2007)

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|------------------------------------|---|
| (1) Name: | Meiho Enterprise Co., Ltd. |
| (2) Business details: | Real estate sales, lease, and brokerage services |
| (3) Foundation: | September 9, 1968 |
| (4) Head office: | 2-12-19 Shibuya, Shibuya-ku, Tokyo |
| (5) Representative: | Atsuo Umeki, President and CEO |
| (6) Capital: | ¥1,681,636 thousand |
| (7) Total number of shares issued: | 8,561,000 |
| (8) Number of employees: | 99 (consolidated) |
| (9) Relationship: | Orders receiver of construction contract work, joint business proprietor for condominium-related operations |

5. Schedule

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| January 16, 2008: | Board of directors resolution Signing of “Business Alliance Agreement” |
| January 31, 2008 (Provisional): | Stock acquisition through capital increase |

6. Future outlook

This business and capital alliance will not significantly affect our prior earnings forecast for March 2008.
In future, Haseko Corporation plans to reflect the alliance details to reflect its realization status.