



July 31, 2009

Company name: Japan Asia Investment Co., Ltd. (JAIC)
 Listed on: Tokyo Stock Exchange Section 1 (Stock code: 8518)
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Notice Concerning Purchase and Cancellation of Japanese Yen Convertible Notes with Stock Acquisition Rights Due in 2011

Japan Asia Investment Co., Ltd. (“the Company”) gives notice of a resolution by the Board of Directors on this date to execute purchase and cancellation of Japanese-yen convertible notes with stock acquisition rights due in 2011.
 Details are presented below.

1. Reason for purchase and cancellation

Reduction of payment when the convertible notes expire.

2. Details of purchase and cancellation

(1) Specified notes	Japan Asia Investment Co., Ltd. Zero Coupon Japanese Yen Convertible Notes -Notes with Stock Acquisition Rights- Due 2011
(2) Purchase period	August 2009, to the end of September 2009
(3) Amount to be purchased of and cancelled (par value)	The target amount is ¥3,000 million, with an upper limit ¥4,000 million.

3. Impact on fiscal results

The Company may record a gain under extraordinary profit depending on the amount to be purchased and cancelled.

Reference:

Key content regarding the Company’s issue of Japanese-yen convertible notes with stock acquisition rights due in 2011

1. Date of issue	September 26, 2006
2. Total amount of issue	¥6,000 million
3. Principal amount outstanding before cancellation	¥6,000 million
4. Maturity date	September 26, 2011
5. Interest rate	Zero coupon
6. Conversion price	¥932