



For Immediate Release

MBK Partners to Invest in Renowned Japanese Jeweler Tasaki Shinju

July 31, 2008, Tokyo – MBK Partners, a leading independent private equity firm with a strategic focus on North Asia, today announced that it has signed an agreement with Tasaki Shinju Co., Ltd. (TSE: 7968, hereafter “Tasaki”), a leading jewelry provider in Japan, to invest 7 billion yen through the subscription of newly issued convertible preferred shares of Tasaki. MBK Partners will subscribe to 35,000,000 shares and become the largest and controlling shareholder of Tasaki. MBK Partners will play a key role in revitalizing the company through a series of restructuring measures to enhance its competitive advantage and profitability. MBK Partners’ share subscription is subject to Tasaki’s shareholders’ approval at the extraordinary general meeting scheduled in September 2008. The share subscription is planned to be completed toward the end of October 2008, and Tasaki’s ordinary shares will remain listed after the completion of the share subscription

Established in 1954, Tasaki is a leading and widely recognized jewelry brand in Japan, with strong brand equity as a major pearl manufacturer and distributor domestically and increasingly in other Asian markets.

MBK Partners has been in discussion with Tasaki and its management team to develop a business revitalization plan with the main goal of creating value by strengthening its domestic and overseas business expansion strategies and improving the balance sheet. Key features of the business revitalization plan include brand revitalization to strengthen its domestic market position and overseas expansion to drive growth.

Kensuke Shizunaga, a partner of MBK Partners who oversees the Japan operations, commented “It is our great honor that MBK Partners has this unique opportunity to support a company with such a firm historical foundation and strong brand equity as a leader and innovator in the Japanese jewelry industry. MBK Partners strongly believes that by fully utilizing management’s expertise, deep sector experience and a vast international network of potential customers and business partners, we are well-positioned to support the revitalization of Tasaki in the best interests of its shareholders, customers and existing business partners and take the

company to its next stage of expansion.”

MBK Partners, with a strong track record in enhancing the corporate values of many companies by turning around their businesses and strengthening their corporate governance standards through close partnerships with management teams and their employees, is committed to contributing to the further development of the economy and financial systems of Japan through its continuous emphasis on creating and raising the values of companies it invests in.

About MBK Partners

Established in March 2005, MBK Partners is a leading independent private equity firm with a focus on buyouts in North Asia. MBK Partners has approximately US\$2.5 billion under management, and invests in large and mid-sized companies across a wide array of industry sectors, including telecom / media, financial services, business services, consumer goods, logistics and heavy industrials in Japan, Korea and Greater China.

The fund’s investments include Yayoi in Japan, C&M., Hanmi Capital and HK Mutual Savings Bank in Korea, and China Network Systems and AsiaPharm in Greater China. MBK Partners has offices in Tokyo, Seoul, Shanghai and Hong Kong.

About Tasaki (as of July, 2008)

Company name: Tasaki Shinju Co., Ltd.
Head office: 3-2, 6-chome, Minatojima Naka-machi, Chuo-ku, Kobe
President: Seijiro Tasaki
Founded: December 11, 1959 (Originally founded in 1954)
Business: Manufacture and sales of jewelry goods such as pearls and diamonds
Capital: 16,664 million yen
Issued shares: 37,805,664 shares
Fiscal yearend: October 31
Employees: 1,292 (as of October 31, 2007)

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