

June 30, 2010

To whom it may concern:

5-2-1 Daizawa, Setagaya Ward, Tokyo
TOHO HOLDINGS CO., LTD.
(Tokyo Stock Exchange Securities Code: 8129)
Norio Hamada, President and CEO
Contact:
Katsuya Kato
Corporate Officer and General Manager of
Corporate Communications Office
(TEL: 03-5259-9520)

Notice of Starting Distribution of “Byouinnavi Homepage Service”

TOHO HOLDINGS CO., LTD. is pleased to announce that it has been decided that a wholly owned subsidiary of TOHO HOLDINGS, TOHO PHARMACEUTICAL CO., LTD. (headquartered in Setagaya Ward, Tokyo with Hiroyuki Kohno as its president), will start distributing from July 2010 the website creation service supplied by K.K. eHealthcare (headquartered in Shinjuku Ward, Tokyo with David A. Liebreich as its president).

1. Product Name

Byouinnavi homepage service

「Clinicpro by Byouinnavi」 *PC and mobile website creation service

「Mobilepro by Byouinnavi」 *Mobile-specific website creation service

2. Product Characteristics

(1) Provision of information required by patients

An expert research team conducts medical industry market researches, and websites are designed based on these results. With great importance attached to patients' opinions, information required by them is to be posted on the websites.

(2) Lightening doctors' workloads

Creation and renewal of websites can be done just as simply and easily as if operating a word processor. In addition, experienced support center staff will undertake website renewals in place of the doctor who considers doing it on his/her own as troublesome.

(3) Producing a high hit ratio when searched

Through the optimization function of a search engine, the websites tend to be displayed high on the list of search sites such as Yahoo! and Google.

(4) Compliant with advertising regulation guidelines

Websites are created in accordance with various guidelines such as those under MHLW's System to Provide Information on Medical Functions, Japan Medical Association's guidelines on how websites of medical facilities should be, and those set out by Tokyo Medical Association's committee to promote and examine the provision of clinical information and Japan Internet Medical Association.

3. Service Charge

Clinicpro by Byouinnavi:

15,000 yen or more for initial cost; and 9,000 yen or more as a monthly charge

Mobilepro by Byouinnavi:

15,000 yen or more for initial cost; and 8,500 yen or more as a monthly charge

(All amounts include taxes.)

※Byouinnavi

This is a medical institution search site run by K.K. eHealthcare.