

May 19, 2011

Sapporo Breweries Fully Restarts Production at its Sendai Brewery on May 19

—All Plants Restored and Back in Full Operation—

This is an update on the status of Sapporo Breweries' efforts to restore production equipment damaged or destroyed as a result of the Great East Japan Earthquake.

Sapporo Breweries' Sendai Brewery has already restarted some of its production activities (packaging processes) and will complete the reinstatement of its entire brewing process, as the Chiba Brewery has already done, when it restarts pre-fermentation processes on May 19. With this achieved, all of Sapporo's plants will be back in full operation. Sapporo Breweries will continue working toward a complete recovery ahead of the summer peak-demand season so that as many people as possible can enjoy Sapporo products.

Restoration of Production Facilities

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| Chiba Brewery | March 28 (Mon.) | Operations partially recommenced (packaging processes) |
| | April 25 (Mon.) | Operations fully restored with restart of pre-fermentation processes |
| Sendai Brewery | May 2 (Mon.) | Operations partially recommenced (packaging processes) |
| | May 19 (Thu.) | <u>Operations fully restored with restart of pre-fermentation processes</u> |

*With the restart of pre-fermentation processes at the Sendai Brewery, all plants will be back in full operation.

Product Supply Situation

- Sapporo is working hard to ensure the stable, nationwide supply of three core products—Sapporo Draft Beer Black Label, Yebisu, and Mugi to Hop—ahead of the peak-demand season.
- Shipments of Yebisu the Black 10 liter kegs will recommence in late May, and shipments of large (633ml) and medium (500ml) bottles of Sapporo Lager Beer will recommence in mid June. Sales of both products are currently suspended.
- When shipments of other suspended products will recommence is yet to be decided.