



March 1, 2017

create restaurants holdings inc.
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Notice of Opening of Sarashina Horii in New York, the USA

We hereby announce that we determined a plan to open “HORII NY” (tentative name) in the United States of America, under the supervision of Sarashina Horii Co. Ltd. operating “SARASHINA HORII”, a long standing Soba restaurant with its head office at Minato-ku, Tokyo, and its Pres. and CEO Yoshinori Horii.

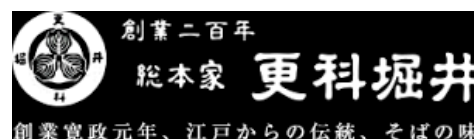
1. Background

In 2016, we established Create Restaurants NY inc. as our subsidiary in New York City, the United States of America. Currently, we are preparing to open our first outlet as a starting point, and plan to actively develop our business in the United State of America, focused on Japanese cuisine. “SARASHINA HORII” is a soba restaurant with a long standing history of 228 years since its establishment. Today, it conveys the tradition of “Sarashina Soba” as its origin, as well as the traditional Japanese food culture in Japan and overseas.

We have both been in discussions over developing overseas businesses together since last year, regarding the idea of conveying the traditional Japanese culture in Manhattan, New York; where there is rising demand for Japanese food, a well established market and customers and it is often said to be a window into the food cultures of the world. As a result, we came to a mutual agreement with a business alliance for a project in the United States of America. Going forward, we will utilize our mutual strengths in order to work towards the opening of “HORII NY” (tentative name).

2. Overview of Sarashina Horii

Company name : Sarashina Horii Co. Ltd.
Representative : The 9th generation chef-owner Yoshinori Horii
Main store : SARASHINA HORII (Azabu-Juban)
Establishment year : 1789



3. Impact on consolidated results

The impact on the consolidated results of FY 2/2018 in relation to this project is not significant.