



Q.P. Corporation

(Translation)

January 21, 2010

Dear Sirs:

Name of the Company: Q.P. Corporation
 Representative: Yutaka Suzuki,
 President and Representative
 Director

(Code No. 2809; the first section of the Tokyo Stock Exchange)

Person to contact: Nobuo Inoue,
 General Manager, Operation
 Promote Department
 (Tel. 03-3486-3331)

Notice of Amendment to the Articles of Incorporation

It is hereby notified that Q.P. Corporation (the "Company"), at the meeting of its Board of Directors held on January 21, 2010, determined to submit a proposition for "Amendment to the Articles of Incorporation" to its 97th ordinary general meeting of shareholders to be held on February 23, 2010, as described below:

Description

1. Reasons for the amendment:

To further raise awareness of the Kewpie brand and promote business development smoothly overseas, the Company intends to change its English trade name from "Q.P. Corporation" to "Kewpie Corporation".

2. Particulars of the amendment:

The particulars of the amendment are shown as follows:

(The underlines show amendments.)

Existing Articles of Incorporation	Proposed amendment
(Trade name) Article 1. The Company shall be called Kewpie Kabushiki Kaisha. In English it shall be called <u>Q.P. Corporation.</u>	(Trade name) Article 1. The Company shall be called Kewpie Kabushiki Kaisha. In English it shall be called <u>Kewpie Corporation.</u>



Q.P. Corporation

3. Schedule:

Date of general meeting of shareholders to
amend the Articles of Incorporation: February 23, 2010 (Tuesday)

Effective date of amendment to the Articles of
Incorporation: February 23, 2010 (Tuesday)

- END -