

Kewpie Corporation

1-4-13 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan Tel:03-3486-3331



(Translation)

June 30, 2011

Dear Sirs:

Name of the Company: Kewpie Corporation
Representative: Minesaburo Miyake
President and Representative Director
(Code No. 2809; the first section of the Tokyo Stock Exchange)
Person to contact: Nobuo Inoue
Director and General Manager of
Operation Promote Department

Notice of Determination of the Matters Concerning the Acquisition by the Company of its Own Shares and the Cancellation by the Company of its Own Shares

(Acquisition by the Company of its own shares as provided for in its Articles of Incorporation pursuant to Article 165, paragraph 2 of the Corporation Law of Japan and the cancellation by the Company of its own shares pursuant to Article 178 of the Corporation Law of Japan)

Notice is hereby given that Kewpie Corporation (the "Company"), at the meeting of its Board of Directors held on June 30, 2011, adopted a resolution on the matters concerning the acquisition by the Company of its own shares pursuant to Article 156 of the Corporation Law of Japan applied by Article 165, paragraph 3 of the said law and the cancellation by the Company of its own shares pursuant to Article 178 of the said law, as described below:

Description

1. Reason for the acquisition by the Company of its own shares and the cancellation by the Company of its own shares:

It is the Company's important management policy to distribute profits to its shareholders adequately and the Company has continued paying dividends on a consistent basis in accordance with the dividend rule it has set up, while acquiring its own shares on a timely basis.

The Company now intends to acquire its own shares and also cancel its own shares to carry out capital policies with agility in response to changes in the management environment and enhance its corporate value.

Kewpie Corporation

1-4-13 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan Tel:03-3486-3331



2. Details of the matters concerning the acquisition:

- (1) Class of shares to be acquired: Shares of common stock of the Company
- (2) Total number of shares to be acquired: (Not exceeding) 2,000,000 shares
(Ratio thereof to the total number of issued shares (excluding its shares of treasury stock): 1.3%)
- (3) Aggregate acquisition prices of shares: (Not exceeding) ¥2,400,000,000
- (4) Period of the acquisition: July 1, 2011 through October 31, 2011
- (5) Method of the acquisition: Purchase on the market

3. Details of the matters concerning the cancellation:

- (1) Class of shares to be canceled: Shares of common stock of the Company
- (2) Total number of shares to be canceled: 2,464,515 shares
(Ratio thereof to the total number of issued shares before the cancellation: 1.6%)
- (3) Scheduled date for the cancellation: July 29, 2011

(For reference)

- 1. Number of shares of treasury stock of the Company as of May 31, 2011:
 - Total number of issued shares (excluding its shares of treasury stock): 151,743,423 shares
 - Number of shares of treasury stock: 3,721,092 shares
- 2. Total number of issued shares after the cancellation: 153,000,000 shares

- END -