

July 26, 2005

To whom it may concern

Company name	Creed Corporation
Representative name	Representative director Toshihiko Muneyoshi
Code number	8888 First Section of Tokyo Stock Exchange
Contact	Executive Director, Finance and Account Manager Takeshi Sugahara (Tel : 03-3500-3300)

Notice of Launch of New Business and Establishment of Subsidiary for Overseas Business

Creed Corporation (“the Company”) announces that a meeting of the Board of Directors held on July 26, 2005 resolved to launch a new business and establish a subsidiary as follows.

NOTES

1. Purpose of New Business

The Company has been researching overseas real estate markets based on our vision of pioneering a world market for real estate investment and management, and remains committed to developing this market. To realize this vision and become fully engaged in overseas business, the Company has decided to establish a subsidiary that designs and promotes the investment and management business of overseas real estate.

2. Summary of the New Business

We will establish a new Group company to realize our long-term vision to offer investors around the world an opportunity to ultimately invest in real estate in global markets.

As medium- and long-term strategies, we will adopt the following three steps to operate the overseas business related to real estate investment and management in a phased manner:

- (1) Invest our own capital or capital invested jointly with investors in overseas real estate.
- (2) Offer domestic investors an opportunity to invest in overseas real estate.
- (3) Offer foreign investors an opportunity to invest in overseas real estate.

To operate this business, we plan to establish a locally incorporated subsidiary in Europe and Asian during the current fiscal year as a subsidiary or a branch, etc. of the new company, and develop the business in cooperation with a local partner.

3. Summary of Subsidiary

Company name:	Creed Global Investments Corporation
Representative:	Hitoshi Hasagawa (Corporate Advisor of Creed Corporation), President &

Representative Director

Head office: 3-2-5, Kasumigaseki, Chiyoda-ku, Tokyo

Planned foundation: August 2005

Business: Consulting on the formation of overseas investment funds and investment of overseas investment funds

Research into overseas real estate assets and design, planning, and consulting on business plans

Trading, leasing, management, brokerage, mediation, and appraisal of overseas real estate and consulting related to these operations

Fiscal year closing: May 31

Paid-in capital: 50 million yen (Additional paid-in capital: 50 million yen)

Shareholders: Creed Corporation (100%)

4. Outlook

The Creed Group has set a target of increasing assets under management to ¥800 by the end of the 12th term (the fiscal year ending May 31, 2008) in its Midterm Business Plan published on July 12, 2005. In our new overseas business, we aim to increase total assets under management by approximately 10% through real estate in overseas markets by the end of the 12th term.

However, the impact of the launch of business and the establishment of the new company on the consolidated and non-consolidated business performances should be light in the first year.

* This material is a press release issued for the purpose of announcing the business of Creed Corporation to the general public and is not meant to solicit investment in securities issued by the Company. The content of this material is based on information current at the time this material is published and is subject to change in the future.

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