



(Translation)

January 31, 2012

Dear Sirs and Madams,

Name of the Company: Shiseido Company, Limited
Name of the Representative: Hisayuki Suekawa
President & CEO
(Representative Director)
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Person to contact: Akihiro Miyasaka
General Manager of Investor
Relations Department
(Tel: +81-3 - 3572 - 5111)

Notice of Merger between Consolidated Subsidiaries

Notice is hereby given that Shiseido Company, Limited (the "Company"), at the meeting of its Board of Directors held today, adopted a resolution to merge Shiseido FITIT Co., Ltd. and Orbit, Inc., both subsidiaries of the Company, as described below:

Description

1. Reasons for the merger:

In 1999, the Company incorporated Orbit, Inc. from the perspective of marketing strategy for its self-selection cosmetics. However, for the purposes of keeping pace with changes in the market environments after the incorporation, integrating its management resources and improving the efficiencies of its operations, the Company has determined to merge the subsidiary with Shiseido FITIT Co., Ltd.

2. Summary of the merger:

(1) Time schedule for the merger:

General meetings of shareholders of the relevant subsidiaries to approve the merger:	February 15, 2012 (scheduled)
Conclusion of merger agreement:	January 31, 2012
Schedule date of merger (effective date):	April 1, 2012 (scheduled)



(2) Method of the merger:

The merger method will be a merger by absorption, whereby Shiseido FITIT Co., Ltd. will be a surviving company and Orbit, Inc. will be dissolved.

(3) Allocations in connection with the merger:

No new share will be issued or no capital will be increased upon the merger.

(4) Treatment of stock acquisition rights and bonds with stock acquisition rights of the company to be dissolved:

Not applicable.

3. Overview of the companies to merge:

	Surviving company	Company to be dissolved
Trade name	Shiseido FITIT Co., Ltd.	Orbit, Inc.
Main business	Wholesale distribution of cosmetic products, etc.	Manufacture and sale of cosmetic products, etc.
Date of incorporation	November 1, 1991	December 10, 1999
Location of head office	5-5, Ginza 7-chome, Chuo-ku, Tokyo	5-5, Ginza 7-chome, Chuo-ku, Tokyo
Representative	Atsushi Hiyama	Atsushi Hiyama
Capital	10 million yen	10 million yen
Balance sheet date	March 31	March 31
Equity structure	Shiseido Company, Limited 100%	Shiseido Company, Limited 100%

4. Status after the merger:

Trade name	Shiseido FITIT Co., Ltd.
Main business	Wholesale distribution of cosmetics products, etc.
Location of head office	5-5, Ginza 7-chome, Chuo-ku, Tokyo
Representative	Atsushi Hiyama
Capital	10 million yen
Balance sheet date	March 31
Equity structure	Shiseido Company, Limited 100%

5. Effect on the business results:

The effect of the merger, which will be conducted between the consolidated, wholly owned subsidiaries of the Company, on its business results is expected to be minor.

- End of News Release -