

April 1, 2010

SBI Holdings, Inc.

SBI ALApromo Co., Ltd.

Announcement of appointment of new executive officer

SBI ALApromo Co., Ltd. (head office: Minato-ku, Tokyo; Representative Director and CEO: Yoshitaka Kitao; “SBI ALApromo”), a subsidiary of SBI Holdings, Inc., that conducts the research and development of cosmetics, health foods and medicines containing 5-aminolevulinic acid (ALA)*¹, is pleased to announce the appointment of Motowo Nakajima as a new executive officer effective today.

Profile of Motowo Nakajima:

After graduating from the Faculty of Pharmaceutical Sciences, University of Tokyo, Motowo Nakajima completed the doctoral course at the Graduate School of Pharmaceutical Sciences of the university in 1981. In the same year, he joined the M.D. Anderson Cancer Center, University of Texas, U.S. He served as an associate professor at this center and as an associate professor at the Graduate School of Biomedical Sciences of the university for 10 years. In 1990, he was appointed as an associate professor at the Department of Neurosurgery, Division of Surgery, University of Texas M.D. Anderson Cancer Center and concurrently as an associate professor at the Graduate School of Biomedical Sciences and the Department of Cancer Biology.

He then served as an associate professor at the Institute of Applied Microbiology, University of Tokyo and later as an associate professor at the Institute of Molecular and Cellular Biosciences of the university. In 1994, he joined Ciba-Geigy as Director of International Research Laboratories. He then served as Manager of the Oncology Group at Novartis Pharmaceuticals and later became Chief Scientist at Novartis Institutes for Biomedical Research.

He joined Johnson & Johnson in 2005 as Director, New Business & Technology Transfer. Also as Senior Director, Corporate Office of Science and Technology (COSAT), Johnson & Johnson’s science and technology division, he was responsible for this group’s global scientific strategy.

He has served as an advisor of the Japan Science and Technology Agency (JST) since 2001, as a member of the research evaluation committee at the New Energy and Industrial Technology Development Organization (NEDO) since 2004 to play a role in Japan’s science and technology policy-making, and as an expert member at the Tokyo Metropolitan Institute of Medical Science since 2009.

SBI ALApromo expects that Dr. Nakajima will contribute to further business expansion by utilizing his wealth of knowledge and experience and broad network of personal connections in the fields of oncology, infection and skin care.

***1: 5-aminolevulinic acid (ALA)**

"ALA" is a type of natural amino acid that has survived the last 3,600 million years and is contained even in food products such as red wine and radish sprouts. It is known to get involved in production of chlorophyll, which is essential for photosynthesis in plants, and in production of vitamin B12, blood constituents and intracellular energy in animals. "ALA" is well known as an extremely important and essential ingredient for any species. It is used in a wide range of applications from intraoperative diagnosis of brain tumors and cancer screening in the medical field, anemia prophylaxis in the health foods field, to care for pimples and rough skin in the cosmetics field.