

## **Nippon Flour Mills Launches the Oh'my Brand 50th Anniversary Campaign**

Tokyo, October 1, 2005 — Today Nippon Flour Mills Co., Ltd. (president: Masataka Horikawa) launched the Oh'my Brand 50th Anniversary Campaign to commemorate the 50th anniversary of the Oh'my brand (campaign period: October 1 to December 31, 2005).

This year marks the 50th anniversary of the launch of the Company's Oh'my brand, and the story of the brand is the story of Japanese pasta. Pasta production in Japan began in 1954 when the Company imported Italian macaroni manufacturing machines and began producing imitation rice (risoni pasta) using granulated flour to compensate for a rice shortage and at the same time began sales of macaroni on a trial basis. The Oh'my brand name was conceived because this artificial rice, produced by combining the best production technologies of the time, was promoted as the king of rice (when combined, the Japanese characters for "king" and "rice" can be pronounced "oh my"). This brand, including spaghetti subsequently included in the product line, became synonymous with Japanese pasta.

Half a century later, Oh'my has become a long-selling brand that continues to enjoy the loyal patronage of customers. To express its appreciation for customers' patronage down the years and provide benefits to customers in return, the Company decided to conduct the Oh'my Brand 50th Anniversary Campaign this autumn. To enliven the campaign and be a campaign spokesperson, the Company has engaged the services of Natsuko Kojima, a television personality highly popular with housewives in the same age group as herself who are the targets for Oh'my products.

In 2006 Nippon Flour Mills will celebrate its 110th anniversary. Inspired by the spirit of "speed & attack", the Company will continue to strive for greater quality, pursue the ultimate in flavor, and expand its product offering with a focus on the Oh'my brand.

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