

February 23, 2015

To whom it may concern

Company name: Tokyo Ichiban Foods, Co., Ltd.
Representative: Representative director and President, Daichi Sakamoto
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Announcement about starting of TV shopping for Tora-fugu Tei home delivery services.

Our company announces the selling of our items at the TV shopping which the QVC Japan Inc. (following, QVC) presents in order to taste our dishes, products power of "Swimming tiger blowfish specialty restaurant, Tora-fugu Tei" to not only customers visiting the restaurants but also to the customers outside of the restaurants.

Note

1. The airdate and time for broadcasting

One hour from 18:00 at February 25, 2015

2. Background of the broadcasting

For the purpose of our offering of the higher quality products to customers, our company started the production of "Tora-fugu Tei" home delivery sets at our own processing factory from last year.

In this time, our policy is united to the ideal and mission of QVC such as thorough quality, value and convenience carrying out to the customers and, so, the starting of this TV shopping has been decided.

While a home-meal replacement and a home meal are spreading in future, our company sticks to offer the high quality dishes of "Tora-fugu Tei" with reasonable prices not only at restaurants but also to the customers all over Japan.

And, we will keep our ideal and intension to expand the blowfish culture

3. Summary of QVC

Company name:	QVC Japan Inc.
Location:	2-1-1, Hibino, Mihama-ku, Chiba-City, Chiba, Japan
Establishment:	June, 2000
Stockholders:	QVC Inc. in the United States(60%), MITSUI & Co., Ltd. (40%)
Capital:	11,500 million yen
Annual Sales:	100 billion yen
Number of employees:	1,518 (as of December, 2013)