

For Immediate Release

PARCO Co., Ltd.

PARCO to change complex format of Shibuya PARCO ZERO GATE

PARCO Co., Ltd. ("PARCO") today announced that it has decided to renovate the entire building of Shibuya PARCO ZERO GATE, change the complex format, and operate it as a model store for small-scale PARCO properties, as part of PARCO's strategy of innovating existing complexes, one of the strategies of its medium-term business plan (FY2010-2012). The details are as follows.

1. Changing of complex format

A major renewal is being planned for Shibuya PARCO as it approaches its 40th anniversary in 2012.

ZERO GATE has been operating as the "gate" or entrance to Shibuya PARCO since April 2002, but as part of PARCO's strategy of innovating existing complexes, one of the strategies of its medium-term business plan, PARCO has decided to renovate the entire building of ZERO GATE and change the complex format, aiming to operate it under a new business model for urban shopping complexes.

2. The new store

Leveraging its prime location in the heart of Shibuya's fast-evolving young fashion district, it will host the very first Bershka store in Japan on its first to fourth floors, and its complex format will be changed to a new business model for small-scale PARCO properties.

Overview of new store

Structure	4 floors and 1 basement level
Floor area	Approx. 1,400m ²
Opening	Provisionally scheduled for March 2011 (Bershka, first to fourth floors)

*"ZARU", a restaurant, is provisionally scheduled to open in the basement level on December 2, 2010.

Bershka

Bershka is a casual fashion brand handling ladies' and men's clothing and accessories. It belongs to Inditex, which is headquartered in Spain and also operates the ZARA chain of stores. Bershka now has more than 680 stores in 48 countries.

Until now Bershka had no stores in Japan, so this represents its entry to the Japanese market.

The first three floors of the new Bershka store will contain ladies' items, while the fourth floor will be for men's items.