

February 23, 2011

For Immediate Release

Company Name: PARCO Co., Ltd.
Company Representative: Hidekazu Hirano,
President, Representative Executive Officer
Stock code: 8251, TSE 1st Section
Inquiries: Takayoshi Ukegawa,
General Manager,
Corporate Planning Office

PARCO to open Hong Kong Representative Office

PARCO Co., Ltd. ("PARCO") today announced that it is establishing a representative office in Hong Kong, which will start operations from March 2011. This forms part of PARCO's drive to further expand its business in China and Asia, as it seeks to achieve its Medium-term Business Plan (FY2010-2012). The details are as follows:

- | | |
|----------------------------|---|
| 1. Name | PARCO Co., Ltd., Hong Kong Representative Office |
| 2. Address | Unit 1202, Level 12, One Peking, 1 Peking Road,
TsimShaTsui, Kowloon, Hong Kong
Tel: +852 3980-9258 Fax: +852 3980-9259 |
| 3. Main business of office | (1) Gathering and analysis of property information, market information, etc.
(2) Gathering of information from prospective partners, prospective tenants, etc. |
| 4. Representative | Minoru Momota, General Manager of Representative Office in Hong Kong for the Overseas Business Group, PARCO Co., Ltd. |

==Ends==