

Thursday, September 20, 2007

To All Concerned Parties

Kanamoto Company, Limited

Stock Code 9678

Tokyo Stock Exchange 1st Section; Sapporo Stock Exchange

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Notification Concerning Establishment of a New Special Benefits Plan for Shareholders

At its regular Board of Directors meeting held on September 20, 2007, the Board of Directors of Kanamoto Company, Limited (Kanchu Kanamoto, President; Head Office: Sapporo, Japan), Japan's leading construction equipment rental company, approved a resolution to establish a new special benefits plan for shareholders. Details of the plan are provided below.

1. Purpose of the new special benefits plan for shareholders

In 2008 Kanamoto will celebrate the tenth anniversary of the elevation of the Company's stock to the First Section of the Tokyo Stock Exchange. Kanamoto will take advantage of this occasion to establish the new special benefits plan for shareholders, to express its appreciation for the support received from all the Company's shareholders and increase the number of shareholders who regard their investment in Kanamoto's stock as a medium to long-term investment.

2. Details of the new special benefits plan for shareholders

(1) Shareholders eligible for the plan

Shareholders owning at least 1,000 shares who are described or recorded in the Register of Shareholders and List of Beneficial Shareholders as of October 31 (Date of Record) of each year.

(2) Details of the special benefits

Fresh products from Hokkaido, the birthplace of Kanamoto, with a value equivalent to 3,000 yen, for each eligible shareholder name of record as described above.

Eligible shareholders may choose their preferred items from products displayed in the *Select for You* shopping catalog published by Hokuren.

3. Implementation date and other matters

(1) Presentation period

Kanamoto plans to present the benefits in the latter half of January in the year subsequent to the Company's Date of Record (October 31).

As the delivery procedure, the Company will enclose the Hokuren *Select for You* shopping catalog with Kanamoto's Annual Report or mail the catalog separately.

(2) Starting period

The Company will begin the special benefits plan this year (Business Period ending October 2007).

End