

July 6, 2010

To All Stakeholders:

USS Co., Ltd.

President and CEO: Yukihiro Ando

Stock code: 4732

Stock exchange listings: Tokyo and Nagoya (first sections)

Tel: +81-52-689-1129

Contact: Masafumi Yamanaka

Junior Managing Director, Officer, Supervisory Office

Announcement of Establishment of USS Shikoku Site (tentative name)

The USS Group has decided to acquire the land, buildings, and facilities of JU Ehime, a car auction site which was operated by the Ehime Used Car Dealers Association until its closure on June 25, 2010. The USS Group intends to re-open the site as the USS Shikoku Site (tentative name), its 18th auction venue, as detailed below.

Profile of the USS Shikoku Site

Name USS Shikoku Site (tentative name)

(To be operated by USS Okayama, a fully owned subsidiary)

Location Koh 57, Kita-umemotomachi, Matsuyama City, Ehime prefecture

Facilities Site scale:approximately 11,600m², POS seats: 200

Opening schedule September 4, 2010 (Saturday)

The effect of this transaction on FY3/11 consolidated results has not yet been determined. However, the USS Group will promptly make an announcement if and when a substantial effect is deemed likely.