



January 29, 2008

For Immediate Release

USS Co., Ltd.
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Notice concerning a Revision to the Forecast of the Year-end Dividend (Increase) and a Rise in the Target Payout Ratio

USS Co., Ltd. (hereinafter the “Company”) today announced that the Company resolved at a meeting of the Board of Directors held on January 29, 2008, to revise the forecast of the year-end dividend for the year ending March 31, 2008, which was announced at the time of disclosure of the financial results for the year ended March 31, 2007, on May 8, 2007. The Company also resolved to raise the target payout ratio. The details are described below.

This matter will be proposed at the 28th general meeting of shareholders to be held in late June, 2008.

1. Reason for the revision to the forecast of the dividend (increase) and a rise in the target payout ratio

In the automobile distribution market, sales of both new cars and used cars continue to be sluggish. In the period from April 1st to December 31, 2007, new car registrations decreased 6.7% year on year and used car registrations decreased 6.2% according to the surveys conducted by the Japan Automobile Dealers Association and the Japan Mini Vehicles Association.

Nevertheless, regarding auto auctions, USS Group’s principal business, although the number of cars put up for auction during the fiscal period from April 1 to December 31, 2007, increased only 1.6% compared with the same period of the previous year, to 2,109,427 vehicles, the number of contracted cars were concluded increased 8.6% to 1,215,341 vehicles and the contract completion rate greatly increased from 53.9% for the previous fiscal year to 57.6%, reflecting continued buoyancy of used car exports.

Also, consolidated financial results up to the third quarter of the fiscal year ending March 31, 2008, were as follows: operating revenues of 50,354 million yen (an increase of 7.4% compared with the same period of the previous year), operating income of 19,554 million yen (an increase of 8.7% compared with the same period of the previous year), and recurring profit of 19,793 million yen (an

increase of 7.5% compared with the same period of the previous year), the highest ever profits achieved by the company. Accordingly, good progress has been made with respect to the forecasts of consolidated financial results for the full year ending March 31, 2008.

Consequently, the company expects the target announced on February 6, 2006, to be attained, that is, to raise the payout ratio on a consolidated basis to around 30% in the future. (Please refer to the attached press release of the Company issued on February 6, 2006.) From now on, adhering to the basic policy of vigorously distributing profits corresponding to the profits on a consolidated basis while reinforcing the financial position, the Company aims to raise the payout ratio on a consolidated basis to 40% in the future.

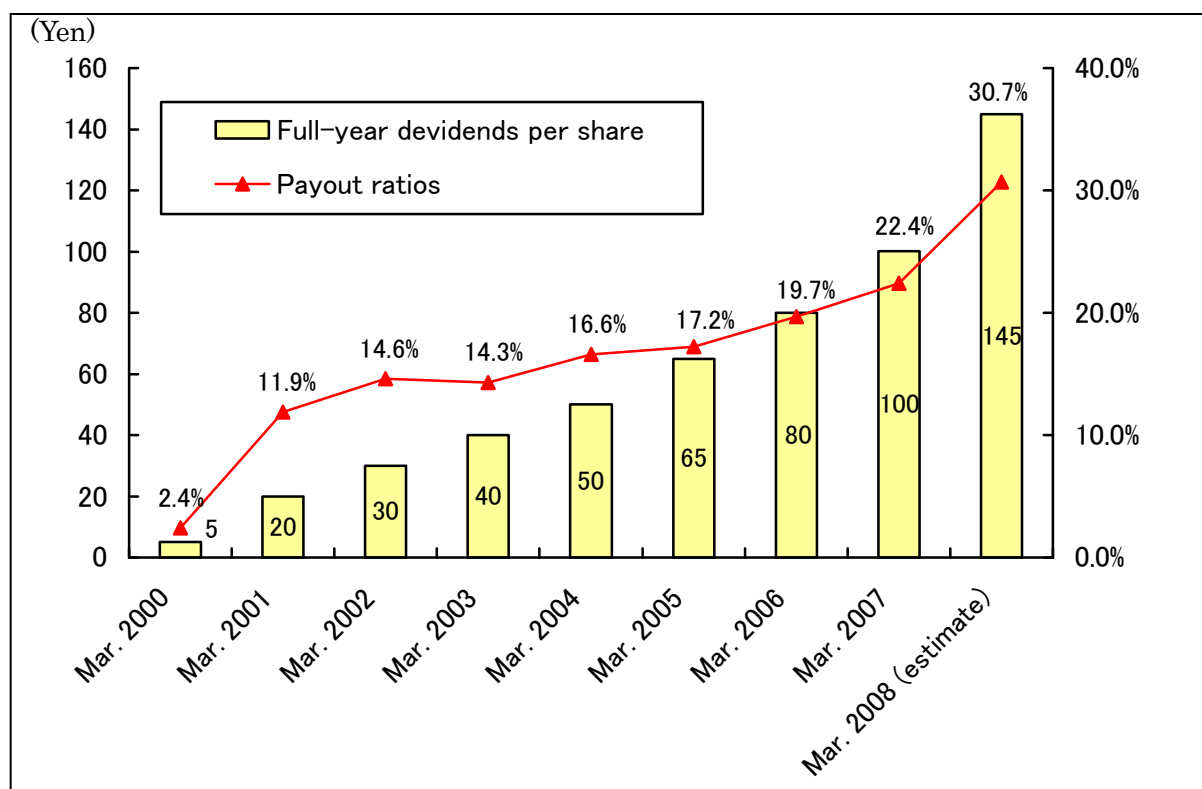
In these endeavors, we request your continued support.

2. Details of the revision

	Dividends per share			Payout ratio (consolidated)
	Interim	Year-end	Full-year	
Previous forecast (Announced on May 8, 2007)	60 yen	60 yen	120 yen	25.4% (Note)
Revised forecast	-	85 yen	145 yen	30.7% (Note)
Result for the current fiscal year	60 yen	-	-	-
Result for the previous year (Fiscal year ended March 31, 2007)	50 yen	50 yen	100 yen	22.4%

Note: The payout ratios (on a consolidated basis) for the previous forecast and for the revised forecast were calculated based on the forecasts of the consolidated financial results for the full year ending March 31, 2008.

3. Change in the Company's full-year dividends per share and payout ratio on a consolidated basis from the time of stock listing. (Date of stock listing: September 10, 1999)





(Attachment: Press release issued on February 6, 2006)

February 6, 2006

For Immediate Release:

USS Co., Ltd.

Futoshi Hattori

President and Representative Director

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Contact: Masafumi Yamanaka

Director, General Manager,

Finance Dept., Supervisor Office

Revision of the March 2006 (26th) Term Expected Dividends and Raising of the Dividend Standard

USS Co., Ltd. hereby makes the following announcement. At the meeting of the Board of Directors held on February 6, 2006, it was resolved to revise the expected term-end dividends per share, and to raise the dividend standard.

Moreover, this matter is to be brought before the 26th Ordinary Annual General Meeting of Shareholders, planned to be held in late June, 2006.

1. March, 2006 Term: Revision (Increase) of Expected Dividends and Raising of the Dividend Standard

Recognizing that returning profits to its valued shareholders is a major management objective, as one way of giving back to the shareholders in addition to continuing its usual response for their support, the company will raise term-end dividends for March, 2006 to 47.5 yen per share (80 yen annually) for an increase of 15 yen per year.

Regarding the dividend standard, the company has implemented a basic policy of generously dividing up profits in accordance with profits on a consolidated basis while strengthening its financial standing here on out.

Specifically, as you know, since USS Co. wishes to raise the consolidated basis payout ratio this term (March, 2006) to approximate 20% (expected), and target an approximate 30% for the future, the company asks for your continued and unchanging support.

2. Revisions

	Term-end dividend per share	Annual dividend per share	(Remarks) Mid-term dividend per share
Previously announced expectation (November 11, 2005)	32.5 yen	65 yen	Mid-term dividend 32.5 yen implemented
Current revised expectation	47.5 yen	80 yen	
Previous term, actual (March 2006)	35 yen	65 yen	30 yen