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FOR IMMEDIATE RELEASE

Publicity Division
Oriental Land Co., Ltd.

Nichirei Foods, Inc. joins Tokyo Disneyland and Tokyo DisneySea Corporate Participant Programs

URAYASU, CHIBA—Today, **Oriental Land Co., Ltd.** (headquartered in Urayasu, Chiba; President and COO Yoshiro Fukushima) announced an agreement with **Nichirei Foods, Inc.** (headquartered in Chuo-ku, Tokyo; President Yoshihiko Souma) through which Nichirei Foods will become a Corporate Participant for both **Tokyo Disneyland Park** and **Tokyo DisneySea Park**.

Starting August 23, 2007, Nichirei Foods, Inc. will sponsor the entertainment facility “**Theatre Orleans**” at Tokyo Disneyland and the restaurant “**New York Deli**” at Tokyo DisneySea. The Corporate Participant Program allows corporations to sponsor attractions and other facilities at Disney Parks. Corporate partners earn the privilege of using the Park for promotional tie-ins. Through the use of Disney Park names, logos and visuals in promotional and advertising activities, as well as merchandise use in sales promotions, sponsoring corporations can raise corporate identity among the general population.

Well known for its high-quality food products, Nichirei Foods’ corporate philosophy is highly compatible with the key philosophy that serves as the foundation of the Disney brand. Both companies believe that the participation of Nichirei Foods, Inc. will serve to enhance the tradition of high quality Family Entertainment that is fundamental to all Disney Parks.

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