



January 6, 2012

SBI Holdings, Inc.

SBI ALA promo Co., Ltd.

**Notice Regarding Obtainment of Certification of Product Registration for Health Foods  
Granted by Philippines Government**

SBI ALA promo Co., Ltd., (head office: Minato-ku, Tokyo; Representative Director and CEO: Yoshitaka Kitao; “SBI ALA promo”), a subsidiary of SBI Holdings, Inc., that conducts research and development of cosmetics, health foods and pharmaceuticals using 5-aminolevulinic acid (ALA)\* has announced that its health food, ‘NatuALA ONE’ became nationally licensed by Food and Drug Administration (FDA) Philippines.

With the certification of product registration from the Philippine authority, SBI ALA promo is preparing for the launch in the Philippines within the year, collaborating with local firms. In Japan, SBI ALA promo has already sold health foods containing ALA, such as “NatuALA-Bio,” “NatuALA Black Garlic” and “NatuALA-BCAA.” Going forward, SBI ALA promo will reinforce overseas sales structure.

SBI ALA promo will continue product development, to support the health of as many people as possible through provision of health foods containing ALA. Research progress and up-to-date information of ALA will also be sent out from “ALApplus Research Laboratory” (URL: <http://www.ala-plus.jp/>).

\* About 5-aminolevulinic acid (ALA):

An amino acid created in mitochondria. It is an important substance that serves as protein material related to energy production in the form of hemes and cytochromes, and its productivity is known to decrease with age. ALA is contained in shochu distillation remnants, red wine and food such as radish sprouts. It is also known as a material forming chloroplasts in plants.

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