

## SOCIAL CONTRIBUTION ACTIVITIES

Nissin Foods' social responsibility activities seek to build a better society and build harmonious coexistence and relations with local communities. We provide relief supplies following natural disasters, sponsor interactive nutrition education through the Momofuku Ando Instant Ramen Museum and support nature experience activities for children. This year, we launched the Hyakufukushi\* project to further the social concerns of our founder, Momofuku Ando.

\* The name means "One-hundred followers"—from the Edo-period retainers of a *seishi* (chief) of a diplomatic mission, who were called *fukushi*. It refers to Nissin employees and others who are inspired to follow the founder's ideals.



### FIRST HYAKUFUKUSHI PROJECT "KENYA OISHII PROJECT"

In the first year of the Hyakufukushi project, we provided distribution support for the serving of *Chicken Ramen* in school meals for children in Africa suffering from hunger, while simultaneously helping establish local instant noodles production to further economic independence in Kenya. It is in keeping with our corporate philosophy "Peace will come to the world when the people have enough to eat." This project was named the Kenya Oishii Project (*oishii* means tasty in Japanese).

### ANDO FOUNDATION TRAINING FOR NATURE EXPERIENCE LEADERS

Another theme for the first year of the Hyakufukushi project is training for volunteers to teach nature appreciation. The Ando Foundation, established by Nissin founder Momofuku Ando, plans to open the Momofuku Ando Memorial Outdoor Education and Development Training Center in April 2010 in Nagano Prefecture. The center will enable retirees and other volunteers to obtain certification as guides for children's outdoor activities. The Company will support Nissin employees aged 50 or older who volunteer to participate in this program, nicknamed the "Idle to Idol project."

### WINA FOOD RELIEF FOR DISASTER VICTIMS IN MYANMAR AND CHINA

The World Instant Noodles Association (WINA) (chairman: Koki Ando; office: Nissin Food Products Co., Ltd.) has donated 1,000,000 servings of instant noodles to victims of the Myanmar cyclone and the Sichuan Earthquake in China: (as of May 27, 2008, 300,000 delivered to Myanmar and 700,000 to Sichuan).

### SPACE SHUTTLE ENJOYS *UDON*, *SOBA*, *YAKITORI*, AND *INARI-ZUSHI* SPACE RATIONS

The U.S. NASA space shuttle *Endeavor* blasted off on March 11, 2008 (Japan time) carrying newly developed *udon*, *soba*, *yakitori*, and *inari-zushi*, *shouga-inari-zushi* and *okononiyaki* space rations jointly developed by Nissin Foods and the Japan Aerospace Exploration Agency (JAXA). Nissin developed these noodle side dishes to support the activities of Japan's *Kibo* laboratory and the astronauts. In future, we will apply space ration development expertise to new highly convenient processed foods applicable to various meal situations.

