

July 5, 2011

**Notice Regarding Results of the Repurchase of Own Shares
on the J-NET Market of the Osaka Securities Exchange**

The results of Benesse Holdings, Inc.'s repurchase of its own shares today, pursuant to the July 4 press release, were as follows.

1. Type of shares: Common stock
2. Number of shares: 500,000 shares
3. Total purchase price: 1,720 million yen (3,440 per share)
4. Repurchase date: July 5, 2011
5. Method of repurchase: Own share repurchase transaction on the J-NET Market of the Osaka Securities Exchange

(Reference)

1. The following details were resolved at the Board of Directors meeting held on May 20, 2011.
 - 1) Type of shares: Common stock
 - 2) Number of shares: Up to 2,800,000 shares
 - 3) Total purchase price: Up to 10,000 million yen
 - 4) Period of own share repurchase: May 23, 2011 to March 31, 2012
2. The accumulative number of own shares repurchased up to July 5, 2011, pursuant to the Board of Directors resolution above.
 - 1) Accumulative number of shares: 1,500,000 shares
 - 2) Total accumulative purchase price: 5,153,637,500 yen