

September 1, 2011

**Notice Regarding the Status of Repurchase of Own Shares**  
**(Repurchase of own shares, pursuant to the Company's Articles of Incorporation**  
**based on the provisions of Article 459-1-1 of the Companies Act)**

The Board of Directors of Benesse Holdings, Inc. resolved on May 20, 2011 to repurchase the Company's own shares, pursuant to the Company's Articles of Incorporation based on the provisions of Article 459-1-1 of the Companies Act.

Details of the status of repurchase of own shares are as follows.

Details of Repurchase

1. Type of shares: Common stock
  2. Number of shares: 45,100 shares
  3. Total purchase price: 144,059,500 yen
  4. Period of repurchase: From August 23, 2011 to August 31, 2011
  5. Method of repurchase: Shares were repurchased on the Osaka Securities Exchange
- Note: The above are on the basis of execution date.

(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 August 31, 2011, pursuant to the Board of Directors resolution above.
  - 1) Accumulative number of shares: 1,545,100 shares
  - 2) Total accumulative purchase price: 5,297,697,000 yen