

The History of Benesse Corporation

- 1955** Fukutake Publishing Co., Ltd., is established in Minamigata, Okayama-shi, and begins publishing junior high school educational materials and student pocketbooks.
- 1962** The Company establishes Kansai School Entrance Research Association and begins offering Kansai Simulated Exams (now *Shinken Simulated Exams*) for senior high school students.
- 1969** The Correspondence Education Seminar (now *Shinken zemi*) for senior high school students is launched. Tokyo office opens and begins offering *Shinken Simulated Exams* in eastern Japan.
- 1972** The Correspondence Education Seminar Junior for junior high school students is launched.
- 1973** The Kansai Simulated Exams are renamed *Shinken Simulated Exams*. The Correspondence Education Seminar is renamed *Shinken zemi*.
- 1977** The Publishing Division is established and begins offering academic works and publications aimed at junior high school and senior high school students.
- 1980** The *Shinken zemi* Elementary School Course is introduced.
- 1984** *FINE System*, a system using a computer network to transmit and process educational data, goes into operation.
- 1985** The Kuki Distribution Center is established (Kuki-shi, Saitama Prefecture).
- 1988** The *Shinken zemi* Preschool Course is introduced.
- 1990** The *New-Life Zemi* (now *Career-Up Zemi*) adult correspondence course is introduced. The head office moves to newly completed premises in Okayama. The Company invests in Berlitz Schools of Languages, Inc. (now Berlitz Japan, Inc.).
- 1991** The Benesse Logistics Center is established (Oku-gun, Okayama Prefecture).
- 1993** The Company acquires Berlitz International, Inc., of the United States. The magazines *Tamago Club* and *Hiyoko Club* are launched.
- 1994** The Tokyo office moves to newly completed premises in Tama, Tokyo. The *Shinken zemi* Preschool Courses, now called "*Kodomo Challenge*," for children (age 2-3) and their parents begin. La Petite Academy (now Benesse Child-Care Center) is opened in Saginuma.
- 1995** The Company name is changed to Benesse Corporation. Home-Helper Level-Two Training Course is introduced. Home-Help Services are initiated. Benesse lists on the Second Section of the Osaka Securities Exchange and the Hiroshima Stock Exchange.
- 1996** *THANK YOU!*; *Goody*; and *Tamahiyo Kokko Club* magazines are launched.
- 1997** The Second Benesse Logistics Center is established (Oku-gun, Okayama Prefecture). *Benesse Home Clara* is opened in Okayama. Benesse moves up to the First Section of the Osaka Securities Exchange.
- 1998** "The Benesse Charter" is instituted. Simul International, Inc. joins the Benesse Group.
- 1999** In-house company system is introduced. The *Challenge-Net Course* in *Shinken zemi* is begun.
- 2000** Benesse Care Corporation is established. The Company lists on the First Section of the Tokyo Stock Exchange. The Company acquires controlling stake in Shinkoukai Co., Ltd.