

TOHOKU REVIVAL PROJECT; ROKU6, SENDAI

PRESS REALEASE; HOT NEWS

Model town that has environment, welfare, and disaster prevention

Tohoku ROKU Project aims at the opening in October.

Volunteers of the private company jointly started up “General Corporation Juridical Person Tohoku Revival Project” (Tetsuya Watabe, Chairperson = President of Apple Farm, Ltd.) on 25th May to establish the model town of “the recycling society” in Sendai.

The project’s name is “Tohoku ROKU (6) Project” (a.k.a. “ROKU Pro”)

As for “6” of its name, it was named from a desire to make 6 prefectures in Tohoku district vigorous while creating the sixth industry.

The purpose of the project is to create the model town of the recycling society that the socially vulnerable can work and live with the able-bodied person without discrimination. The outline is to make the vegetable garden of water culture in the farmland on the premises, and to construct the commercial establishment, which has both environment, welfare, and disaster prevention, consists of soba (buckwheat noodle) shop, bakery, and processing place that sells produced crops and finished goods of crops. It will also introduce the natural energy of the wind power generation and the photovoltaic power generation, etc.

It is also a purpose to create the employment for both the person who lost jobs due to earthquake and the handicapped person.

ROKU Pro is produced comprehensively by FAMILIAR Co., Ltd.(head office is in Sendai, President; Masayuki Shimada). This company has been tackling the construction of the sixth industrialization model of the agriculture, forestry and fishery, and had had the model town plan since before. While the victim support activity of the East Japan great earthquake has been conducted, Mr. Watabe, president of Apple Farm and Mr. Fumihiko Oe, president of Yamagata soba chain restaurant called “ENZOU” agreed to this project’s aims, and took part in the planning of the project. The cost of construction is about 300 million yen in rough figures. The construction is scheduled to be divided into 3 phases. There are some

candidate sites that are now under consideration. Municipalities, which are aiming at the revival of the areas and are able to work for the project, are being recruited. A bakery, where ten handicapped persons are employed, is scheduled to be opened in July, and the model town is planned to be opened in October. Cooperation has already been received from a wide range of fields. For instance, The Sendai Bank Ltd., a local financial institution, Butai Farm Co. Ltd., that develops the sixth industrial business in Sendai, and Professor Shozo Kazami, a specialist on the social business. Major companies are also offering cooperation. Mr. Shimada, president of FAMILIAR Co. Ltd. said “Together with the people who can make effort with us, we’d like to make every endeavor in unprecedented and brand new ways”

Rebirth Project Co. Ltd., represented by Yusuke Isetani who is an actor on friendly terms with FAMILIAR Co. Ltd., also agrees to ROKU Pro., and will support them by its own business “Genki-dama Project” that aims to connect the project planner and supporters.

Tohoku Revival Project (secretariat)

FAMILIAR Co. Ltd.

〒980-0011

301, 1-3-22, Kamisugi, Aoba-ku, Sendai-shi,

Miyagi

Tel 022-266-1183

Fax 022-266-4183

E-mail info@fmla.co.jp

Web Fmla.co.jp

ROKU6 PROJECT INFORMATION;

Introduction

This earthquake deprived people of families, houses, and even occupations. Even now, the prospect for the restoration of their daily lives is still vague. Also some voices from victims, such as follows, are heard. Want to show children their working. Since lost jobs, the longer life in refuges has become, the less vitality they can hold.

Under this circumstance, we would like to set up a commercial establishment where occupation and residence are in a set.

By this earthquake and Tsunami, lots of facilities for the handicapped person on the coast were carried away. Not only the able-bodied person but also a lot of handicapped persons lost the employment. Considering current tendency, we assume that the action for the socially vulnerable tends to be shelved. Therefore, in this project both the able-bodied person and the handicapped person are employed without discrimination.

The able-bodied person & The handicapped person ⇒ Employment + Residence
Disaster-proof commercial establishment

Name of the project

“ Tohoku ROKU 6 Project “
(a.k.a.) ROKU Pro

Having had this earthquake, ROKU Pro was started up by the people who act impulsively by sixth sense, with a desire to make 6 prefectures in Tohoku district vigorous while creating the sixth industry.

Tag Line

[To you in the future after 90 years] A sense of values to the 22nd century

Due to this earthquake, we have had a variety of experiences. Now we feel the necessity and the inevitability to pass these experiences on to the coming ages. First of all, We had been seeking wealth excessively, and in consequence, the frailty of the human was exposed. We keenly realized the fact that in the name of convenience, we are losing our power of life. We should not deny any wishes or technologies of our predecessors who had founded today's Japan. And once again, we should remind ourselves of the fact that time has come to reconsider what kind of responsibility we must assume to our children in the future.

Capital economy has overacted and we experienced the burst of economic bubble and Lehman shock, and yet, didn't we think seriously about the society, or about our individual way of life? Ironically, the occurrence of this earthquake made us think seriously about various kinds of things. For instance, what the society, family, or happiness should be.

Now, we would like to look for the happiness of three generations (grandfather, grandmother, father, mother, and children) ahead to make a vision, and create the environment toward that vision.

Is happiness today really happy in the future? As it mentioned above, was there a true happiness in the capital economy? The answer must be varied depending on individuals, but there are quite a few people who are skeptical about the present state of capital economy. I am the one of them. While I am alive, it might not be able to see the happy faces of children in the future. However, we have to remember that it is time to create not only our own happiness but also happy faces of children in the future.

We believe that this project should not be started up spending huge cost, but important thing is as many people as possible participate in this project voluntarily and work together to create the future.

General Corporation Juridical Person Tohoku Revival Project

Articles of Incorporation

20th May 2011

Executed

23rd May 2011

Notary attestation

Incorporation of enterprise

General Corporation Juridical Person Tohoku Revival Project

Articles of Incorporation

Chapter 1 General provisions

(Corporation Name)

Art. 1 The name of the corporation shall be General Corporation Juridical Person Tohoku Revival Project.

(Head Office of the Corporation)

Art. 2 Head office of the corporation shall be located in 1-3-22 Kamisugi, Aoba-ku, Sendai-shi.

(Corporation Purpose)

Art. 3 This corporation shall be organized for the purpose of handicapped persons' physical and mental well-being, independence and promotion of their social participation. To meet the purpose, conduct following business;

- (1) Welfare service business for handicapped person.
- (2) Contingent or related business to above mentioned business.

(Public Announcement)

Art. 4 The corporation's public announcement shall be conducted by the method of putting up a notice on somewhere it can be seen easily by the public.

Chapter 7 Additional Clause

(Conforming of law)

Art. 34 Particulars that this articles of incorporation does not provide for, are under the general corporation method and other laws and ordinances.

As stated above, in order for the establishment of General Corporation Juridical Person Tohoku Revival Project, a founder member Tetsuya Watabe, a founder member Masayuki Shimada, a founder member Yujiro Takahashi and the administrative scrivener Kazushi Hamada prepared the articles of incorporation in the form of electromagnetic records, and hereby attached electronic signatures.

20th May 2011

Founder member Tetsuya Watabe

Founder member Masayuki Shimada

Founder member Yujiro Takahashi

The articles of incorporation preparation agent

401, 2-22-30, Saiwai-cho, Miyagino-ku, Sendai-shi,

Administrative scrivener Kazushi Hamada

Japan Federation of Gyoseishoshi Lawyer's Associations

Registration number: 07061605