

Victor Entertainment and HakuHodo  
Jointly Establish Eco-Label *CHIKYU RECORDS*

Tokyo—June 12, 2008—Victor Entertainment, Inc. (Minato-ku, Tokyo; Yuuichi Katoh, President & CEO) and HakuHodo Inc. (Minato-ku, Tokyo; Junji Narita, President & CEO) and team HAKUHODO RECORDS (see Note 1 below) have jointly established and commenced operation of a new record label, CHIKYU RECORDS (<http://www.chikyurecords.net>), within Victor Entertainment.

The CHIKYU RECORDS label, which grew out of a desire to create a society where people think about environmental and other social issues via the familiar medium of music, is a brand for the distribution of environment-themed music and products, and the broadcast of calls to action on this and other big issues in society. Initially, it will provide eco-music offerings that will encourage people to think about the global environment. Going forward, the CHIKYU RECORDS brand will function as a platform for collaborations between companies and creators to release environment-themed music, produce songs for commercials, and implement events and other activities.

The first offering from CHIKYU RECORDS Labels will be the CD release on June 18 of prize-winning songs from eco japan cup 2007 (see Note 2 below). For each CD sold, one tree will be planted to offset greenhouse gas emissions (see Note 3 below). In addition, CHIKYU RECORDS will lead efforts to green the music industry by substituting green electricity for a portion of the electricity used in recording and using environmentally friendly packaging.

Through a variety of activities centering on music, CHIKYU RECORDS will work to develop educational and contributory activities toward creating a society that thinks about the global environment.

The CHIKYU RECORDS Logo



Note 1: About team HAKUHODO RECORDS

Not a traditional tie-up, this HakuHodo creative team builds advertising campaigns pivoting on music. Through creative production of music, the Team devises businesses that communicate with the world, and develops and implements sound branding, labels and more.

Note 2: About eco japan cup 2007

A contest organized by environmental business women, Sumitomo Mitsui Banking Corporation and the Ministry of the Environment of Japan to seek out and nurture budding eco businesses. Winning individuals and teams are selected in three categories: Business, Culture and Lifestyle. The Culture category is further divided into Eco Design, Eco Music and Eco Art sub-categories.

Note 3 About CHIKYU RECORDS' tree-planting

CHIKYU RECORDS' tree-planting activities are supported by Rainbow Japan Inc., the marketer of ecogift tree-planting gifts.

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