

To Whom It May Concern:

The new Hiroshima souvenir of choice is a green cola! New Bottled Chaider™ is available starting May 1, 2008!

“Our goal is to create an International Cola to represent the heart of Asia! A new Hiroshima souvenir, for the new Hiroshima.”

The latest product to hit the Japanese tourism industry hails from Onomichi City in Hiroshima Prefecture. The Chai Salon Dragon (Onomichi City, Tsuchidou 1-9-14, Hirofumi Murakami, Proprietor) has started selling a bottled version of the local favorite “Onomichi Chaider,” a tea-flavored Japanese cider. It's soon to be a must have Hiroshima souvenir!

Chaider™ is made from Japanese Green tea and Japanese cider. Since its inception three years ago, Chaider™ has quickly become one of the most recognizable products in Onomichi. The original Chaider™ bottle is no longer in production but now, through an agreement with the makers of Kodomo Biiru (Tomomasu Beverage Company, Saga Prefecture), Chaider™ is once again available to the public at large! Now that retail production of Chaider™ has started, Chai Salon Dragon is focused on building relationships with resellers; cafés, rest stops, airports, kiosks and more, wherever souvenirs or lifestyle drinks are sold.

#### Product Information

Name: Chaider Bottle    Volume: 95ml    Price: ¥390/bottle    Seller: Chai Salon Dragon

#### Types:

Souvenir Set: 2 Bottle Set Japanese Furoshiki Edition (4 colors) Limited Production 200 Units (¥1200)  
3 Bottle Set: Premium Set (¥1390)

#### Chai Salon Dragon Profile:

The Chai Salon Dragon is a famous Onomichi tourist spot and a popular spot for couples and singles alike. In 2004, Hirofumi Murakami and Kenji Matsumoto first started the Atelier Dragon. Murakami and Matsumoto wanted to make use of their experience abroad, Murakami in Germany and Matsumoto in the United States, to create a new kind of business. The Atelier Dragon served as a meeting place for members of the new Japanese sub-culture and proprietors and customers alike contributed to the direction of the café. That collaboration has led to the creation of Chaider™. To Murakami, the goal is “to offer a product that reflects the collaborative atmosphere in Onomichi, a product that transcends the stagnant image of the current Japanese economy. Chaider™ represents a fusion of Japanese culture and western lifestyle. Life and rebirth.”

***Chaider the Taste of Asia***