



HANSHINSHUHAN

March 15, 2012



Hanshin Shuhan signed an Official Supplier Partnership Agreement with Red Bull Racing

Hanshin Shuhan, Inc. today announced that it has signed an Official Team Supplier agreement with Red Bull Racing, winners of the 2010 and 2011 Formula One World Drivers' and Constructors' Championships for the 2012 and 2013 seasons.

Hanshin Shuhan markets the premium Japanese "sake" and "shochu" and its JORAKU brand, which has been brewed for a long period of time meticulously by hand, will feature in Red Bull Racing's partner listings from 2012 onwards. Hanshin Shuhan has become the first partner ever of a Formula One world champion team among Japanese breweries and distillers. It aims to introduce its finest alcohol products together with Japanese traditions and cultures to a worldwide audience.

Red Bull Racing has reached the top step of Formula One, having won both the World Drivers' and Constructors' Championships in 2010 and 2011, despite only competing in Formula One since 2005.



Being inspired by Red Bull Racing's fortitude and accomplishment, Hanshin Shuhan believes it is time to expand beyond the conventional market, where, until now, the exclusive production of nature and artisans has only been available for local admirers.

JORAKU is designed not only to present an experience of Japanese "shochu" and "sake" together with the art of brewing that has been matured in history, but also to explore new scenes and styles to enjoy them. Hanshin Shuhan and Red Bull Racing hold common values and will collaborate to increase the global recognition of JORAKU sake. In the 2012 and 2013 seasons, the products will make an important appearance and be served for guests and fans at the Energy Station, Red Bull Racing's home inside the paddock, as well as at other events hosted by Red Bull Racing around the world.

Christian Horner, Red Bull Racing Team Principal, commented: "We are very pleased to welcome Hanshin Shuhan to the team. Red Bull Racing and Hanshin Shuhan share values in that we are both highly committed to improvement. A line-up of its premium sake, which is symbolic of Japanese history and tradition, will be served in Red Bull Racing's Energy Station throughout the season. We are very proud to be its partner and to help introduce this high quality product to an international audience."

Hanshin Shuhan, Inc. <http://www.hanshinshuhan.co.jp/>

Hanshin Shuhan, Inc. is an integrated food and beverage company which builds unique supply chains by integrating supply processes from product development to end sales. Hanshin Shuhan Group consists of Japanese "sake" and "shochu" producing, wholesaling, B2C and B2B e-commerce, office- and home-delivery retailing, store retailing, and restaurant businesses with 460 pubs.

Japanese spirits "shochu" brand "JORAKU" <http://www.joraku.co.jp/>



JORAKU is the premium rice "shochu" (Japanese traditional spirits) brand which Joraku Distillery has been producing for more than 100 years in the Kuma area, Kyushu, Japan. "Shochu", which is traditionally produced in

the Kuma area, is called "Kuma Shochu". It is approved as a Geographical Indication (GI) by the World Trade Organization, together with Scotch whiskey, Bordeaux wine and Cognac brandy.



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