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DAI-ICHI LIFE



February 4, 2016
Sompo Japan Nipponkoa Holdings, Inc.
The Dai-ichi Life Insurance Company, Limited

**Joint Presentation of the Tohoku Farmers Market
–Popular Local Specialties from Iwate, Miyagi, and Fukushima–**

Sompo Japan Nipponkoa Holdings, Inc. (President & CEO: Kengo Sakurada, hereinafter “SOMPO HOLDINGS”) and The Dai-ichi Life Insurance Company, Limited (President: Koichiro Watanabe, hereinafter “Dai-ichi Life”) will jointly present the Tohoku Farmers Market in Nihonbashi, Tokyo on Wednesday, March 2. The market will highlight local products from Iwate, Miyagi, and Fukushima prefectures in Tohoku and provide support for the ongoing reconstruction in the region devastated by the 2011 earthquake and tsunami.

Dai-ichi Life and SOMPO HOLDINGS subsidiary Sompo Japan Nipponkoa Insurance Inc. (President: Masaya Futamiya) are proud to present the farmers market as the most recent activity of their 15-year business alliance.

1. Tohoku Farmers Market

Date and Time: 10:00 a.m. to 3:00 p.m., Wednesday, March 2, 2016

Location: Sompo Japan Nipponkoa Nihonbashi Building, 1F, 2-2-10 Nihonbashi, Chuo-ku, Tokyo

Organizers: SOMPO HOLDINGS, Dai-ichi Life

Supported by: Iwate Prefecture, Miyagi Prefecture, Fukushima Prefecture (applying)

2. Market Highlights and Events

■ Local food from the three prefectures

The market will feature booths offering enjoyable products from each prefecture and highlight the popular local specialties: Kamome no Tamago Mini (confectionery) from Iwate Prefecture, Hagi no Tsuki (confectionery) from Miyagi Prefecture, and Mamador (confectionery) from Fukushima Prefecture. Special gift sets with items from the three prefectures will be presented to the first 100 visitors from 10:00 a.m. and the first 100 visitors from 1:30 p.m.

■ Always with Smile a cappella concert

The Gospellers a cappella group member Yoichi Kitayama will present concerts for his Always with Smile campaign that he launched with singers dedicated to “making a difference with music.” Scheduled concert times are (1) 11:30 a.m. to 11:45 a.m. and (2) 12:45 a.m. to 1:00 p.m.

■ **Tanbrass brass concert**

The Tanbrass brass band will perform its energetic brand of music and humorous repartee. Tanbrass is a part of the NPO Triton Arts Network established by Dai-ichi Life to promote community-oriented art activities. Scheduled concert time is 12:00 p.m. to 12:30 p.m.

■ **Mascot appearances**

Popular regionals mascot characters Sobatchi of the Wanko Brothers of Iwate, Musubimaru of Miyagi, and Yae-tan of Fukushima will join the Sompo Japan Nipponkoa Insurance mascot JAPAN-DA to spread cheer throughout the day.