



**NOTICE TO THE HOLDERS OF THE OUTSTANDING  
YAMADA DENKI CO., LTD.  
¥70,000,000,000 Zero Coupon Convertible Bonds due 2013  
(ISIN: XS0349620657 Common Code: 034962065)**

NOTICE IS HEREBY GIVEN by YAMADA DENKI CO., LTD. (the "**Company**") to the holders of the outstanding ¥70,000,000,000 Zero Coupon Convertible Bonds due 2013 (ISIN: XS0349620657 Common Code: 034962065) (the "**Bonds**"), of an adjustment of the Conversion Price (as defined in the terms and conditions of the Bonds) of the Bonds as follows:

Reason for the adjustment:	Adjustment of Conversion Price pursuant to Condition 5.2.4 of the Bonds upon the distribution of an Extraordinary Dividend (as defined in such Condition 5.2.4) resulting from payment of a dividend of ¥76 per Share. The payment of such dividend was approved at a general meeting of shareholders on 29 June 2011.
Old Conversion Price:	¥14,175.0
New Conversion Price:	¥14,137.5
Record Date:	31 March 2011 (Japan time)
Effective Date for the new Conversion Price:	Retroactively from the day immediately after the Record Date set out above (Japan time)

Capitalised terms used herein not otherwise defined herein have the meanings set out in the Trust Deed, including the terms and conditions of the Bonds, and the Agency Agreement.

This notice is given by  
**YAMADA DENKI CO., LTD.**

29 June 2011



**NOTICE TO THE HOLDERS OF THE OUTSTANDING  
YAMADA DENKI CO., LTD.  
¥80,000,000,000 Zero Coupon Convertible Bonds due 2015  
(ISIN: XS0349621119 Common Code: 034962111)**

NOTICE IS HEREBY GIVEN by YAMADA DENKI CO., LTD. (the “**Company**”) to the holders of the outstanding ¥80,000,000,000 Zero Coupon Convertible Bonds due 2015 (ISIN: XS0349621119 Common Code: 034962111) (the “**Bonds**”), of an adjustment of the Conversion Price (as defined in the terms and conditions of the Bonds) of the Bonds as follows:

Reason for the adjustment:	Adjustment of Conversion Price pursuant to Condition 5.2.4 of the Bonds upon the distribution of an Extraordinary Dividend (as defined in such Condition 5.2.4) resulting from payment of a dividend of ¥76 per Share. The payment of such dividend was approved at a general meeting of shareholders on 29 June 2011.
Old Conversion Price:	¥13,797.0
New Conversion Price:	¥13,760.5
Record Date:	31 March 2011 (Japan time)
Effective Date for the new Conversion Price:	Retroactively from the day immediately after the Record Date set out above (Japan time)

Capitalised terms used herein not otherwise defined herein have the meanings set out in the Trust Deed, including the terms and conditions of the Bonds, and the Agency Agreement.

This notice is given by  
**YAMADA DENKI CO., LTD.**

29 June 2011