

SENKO CO., LTD.

Osaka, Japan
(the "Company")

JPY 5,000,000,000.–
Zero Coupon JPY Convertible Notes due July 20, 2012
(Convertible notes type – notes with stock acquisition rights,
tenkanshasaigata shinkabu yoyakuken-tsuki shasai)

Swiss Security No.: 3237567, ISIN: XS0309600921, Common Code: 030960092

“Revision of the Conversion Price”

Notice is hereby given that pursuant to Section 5(B) of the Terms of the Notes in ANNEX B-2 and Section 1(B) of the Exercise of Stock Acquisition Rights in ANNEX C to the Note Purchase, Paying and Exercise Agency Agreement dated July 3, 2007 (the “Agreement”), the Conversion price of the Notes will be revised downward as follows:

Conversion Price before revision:	JPY 437.–
Conversion Price after revision:	JPY 411.–
Effective Date:	July 22, 2008 (Japan time)

This announcement is made pursuant to Section 10 of the Terms of the Notes in ANNEX B-2 to the Agreement.

Geneva, July 11, 2008

By order of:
Daiwa Securities SMBC Europe Limited, London, Geneva Branch