



Yamada Denki Co., Ltd.
(Incorporated with limited liability under the laws of Japan)

**Redemption of ¥80,000,000,000 Zero Coupon Convertible Bonds
due 2015 (the “Bonds”)**

Yamada Denki Co., Ltd. (the “Company”) hereby announces that the Company fully redeemed the outstanding Bonds of ¥80,000,000,000 Zero Coupon Convertible Bonds due 2015 today, March 31, 2015, the maturity date of the Bonds.

For further information in relation to the above, please contact

Jun Okamoto

+81-27-345-8807

Yours faithfully

Yamada Denki Co., Ltd.

March 31, 2015