

NIKKEI RESTAURANTS ADVERTISING FEATURE SCHEDULE 2008

Issue Date	Delivery Date	Order Close	Material Due	Ad Feature
January	Dec. 26	Nov. 20	Dec. 4	Restaurant Business Start-up and Management Guide
				Dashi (Japanese soup stock)
				Izakaya (Japanese-style bar) & Drink Menu
February	Jan. 31	Dec. 21	Jan. 10	Latest Guide to Food Stuffs and Beverages 2008 Spring
March	Feb. 27	Jan. 25	Feb. 6	Foreign Foodstuffs
				American Foods
				Tradeshow 'HOTERES JAPAN 2008' Preview
				Tradeshow 'FOODEX JAPAN 2008 (the International Food and Beverage Show)' Preview
				"Nikkei Restaurants Menu Grand Prix" Preview
April	Mar. 29	Feb. 27	Mar. 10	Tradeshow 'FABEX 2008' Preview
				Salad
				Shochu (distilled spirits)
				Yakiniku (Japanese-style Korean BBQ)
Apr. (Extra Issue)	Apr. 19	Mar. 18	Apr. 1	Extra Issue: Guide for Choice Products and Services
May	Apr. 29	Mar. 27	Apr. 9	Tradeshow 'HOTERES JAPAN 2008' Review
				Tradeshow 'FOODEX JAPAN 2008' Review
				Sushi
				"Nikkei Restaurants Menu Grand Prix" Review
June	May 29	Apr. 23	May 9	Hygiene Management, Cleansing and Cleaning
				Recommended Menu for Summer
				Curry
				Ethnic Foods
				Italian Foods
July	Jun. 28	May 29	Jun. 10	Restaurant Business Start-up and Management Guide
				Soba and Udon
				Tradeshow 'Energy Solutions & Heat Storage Fair 2008' Preview
August	Jul. 31	Jun. 27	Jul. 10	Latest Guide to Food Stuffs and Beverages 2008 Fall
				Ethnic Foods
				Recruiting, Hiring and Education
				Shochu (distilled spirits)
				Tradeshow 'Izakaya Industry 2008' Preview
September	Aug. 29	Jul. 25	Aug. 6	Yakiniku (Japanese-style Korean BBQ)
				Nabe (Japanese-style casserole)
				Café
				Tradeshow 'Ramen (Japanese-Style Chinese Noodles) Industry 2008' Preview
October	Sep. 30	Aug. 27	Sep. 8	Nikkei Restaurants 20th Anniversary Special Ad Section: Looking Back the Twenty Years of Foods
				Wine
				Chinese Foods & Ramen
Oct. (Extra Issue)	Oct. 11	Sep. 8	Sep. 19	Extra Issue: Guide for Choice Products and Services
November	Oct. 30	Sep. 26	Oct. 9	Soba and Udon
				Italian Foods
				Hygiene Management, Cleansing and Cleaning: Considering Perfect Countermeasure for Norovirus
December	Nov. 28	Oct. 24	Nov. 7	Sushi
				Dashi (Japanese soup stock)
				Dessert
January 2009	Dec. 26	Nov. 21	Dec. 5	Restaurant Business Start-up and Management Guide
				Izakaya (Japanese-style bar) & Drink Menu

*Schedule may change without prior notice.