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News Release Dated: July 10, 2014

To whom it may concern:

Company Name: ASKUL Corporation
(Code No.: 2678, Tokyo Stock Exchange First Section)
Representative: Shoichiro Iwata
President and Chief Executive Officer
Contact Person: Tsuguhiro Tamai
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Change in Scheme of Acquisition of Controlling Interest in and Absorption-Type Merger (Simple Merger) with Shouri Co., Ltd.

ASKUL Corporation (hereinafter referred to as the "Company") hereby announces that the board of directors, in a written resolution on July 10, 2014, has resolved that the Company change the scheme of the plan of acquiring shares in Shouri Co., Ltd. (hereinafter referred to as "Shouri"), making the company a subsidiary, and carrying out an absorption-type merger (simple merger), with the Company being the surviving company and Shouri the company to be dissolved. The original plan was announced on April 14, 2014 in the news release entitled "Acquisition of Controlling Interest in Shouri Co., Ltd. and Its Absorption (Simple Merger)", and its postponement was announced in the news release of June 30, 2014, entitled "Postponement of Acquisition of Controlling Interest in and Effective Date of Absorption-Type Merger (Simple Merger) with Shouri Co., Ltd." The details of the changed scheme are as outlined below.

Moreover, with the change in the scheme, the Company today (July 10, 2014) once again signed a share transfer agreement with the shareholder of Shouri so as to acquire its entire outstanding shares (except treasury stock; the same applies hereinafter) to make it a subsidiary, upon which the Company will carry out an absorption-type merger (hereinafter referred to as the "merger"), with the Company being the surviving company and Shouri the company to be dissolved.

As this merger falls under the absorption-type merger (simple merger) of a wholly owned subsidiary, certain disclosure items and details are omitted.

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1. Reason for the change in the scheme

As announced in the news release of April 14, 2014, entitled "Acquisition of Controlling Interest in Shouri Co., Ltd. and Its Absorption (Simple Merger)," the Company's board of directors, in a written resolution on that day, decided to sign a share transfer agreement with the shareholder of Shouri so as to acquire its entire outstanding shares to make it a subsidiary and concluded the said agreement on the same day. The board of directors also decided to carry out an absorption-type merger (simple merger), with the Company being the surviving company and Shouri the company to be dissolved.

Subsequently, as announced in the news release of June 30, 2014, entitled "Postponement of Acquisition of Controlling Interest in and Effective Date of Absorption-Type Merger (Simple Merger) with Shouri Co., Ltd.," the Company had planned to acquire all the outstanding shares in Shouri after transferring its businesses other than liquor sales to a separate company, Seiwa Co., Ltd. (hereinafter referred to as "Seiwa"; Head Office: Mito, Ibaraki Prefecture; President: Toshimasa Sasajima), through an absorption-type company split, then make Shouri the Company's wholly owned subsidiary and carry out the merger. However, as of the date of this announcement, Seiwa had not obtained the licenses and permits needed for its business operations, and it was likely to take some time to complete the process. The Company therefore had decided to postpone the merger to August 1, 2014.

Nevertheless, the Company has judged that, even as of today, Seiwa would need still more time to obtain the licenses and permits needed for its business operations.

In order to cater to customer requirements, the Company has to enhance the availability of alcoholic beverages at an early date through LOHACO, the online mail-order business for general consumers, but since the existing merger scheme is expected to take time, the Company decided to change the said scheme, of acquiring shares in Shouri, making the company a subsidiary, and carrying out an absorption-type merger (simple merger), as described below to realize the enhanced availability of alcoholic beverages through LOHACO at an early date.

Before	After
To acquire all the outstanding shares in Shouri after transferring its businesses other than liquor sales to Seiwa through an absorption-type company split, make it a wholly owned subsidiary and carry out the merger.	To acquire the entire outstanding shares in Shouri, make it a wholly owned subsidiary and carry out the merger. (To carry out the absorption-type merger without transferring Shouri's businesses other than liquor sales through an absorption-type company split.)

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While the acquisition price is not disclosed in accordance with the agreement with the person transferring the shares, we have established the appropriateness of the price through a financial audit by a third-party institution. The Company does not have any capital, personal or business relationship with the individual transferring the shares or Shouri nor are they any interested parties.

2. Outline of the merger after the change

(1) Schedule

Board of directors' resolution authorizing merger agreement: July 10, 2014

Conclusion of the merger agreement: July 10, 2014

Merger (effective date): August 15, 2014 (scheduled)

Note: This is a simple merger in accordance with Article 796 paragraph 3 of the Companies Act and therefore the Company will not hold a general shareholders meeting for approval of the merger agreement. Also, Shouri is expected to obtain the approval of its general shareholders meeting regarding this merger in July 2014 prior to the Company's acquisition of the entire outstanding shares.

(2) Method of merger

This merger will be an absorption-type merger, in which the Company will be the surviving company and Shouri will be dissolved.

(3) Details of share allotment associated with the merger

As of the effective date of the merger, the Company intends to acquire the entire outstanding shares in Shouri, and there would be no issuance of new shares, increase of paid-in capital or payment of cash due to the merger.

(4) Handling of the dissolving company's stock subscription rights and bonds with stock subscription rights.

No applicable items exist

3. Overview of the merging companies

	Surviving company (as of May 20, 2014)	Dissolving company (as of August 31, 2013)
(1) Name	ASKUL Corporation	Shouri Co., Ltd.
(2) Location	2-3 Toyosu 3-Chome, Koto-ku, Tokyo	2585-8, Kawawada 3-Chome, Mito, Ibaraki
(3) Representative's position and name	Shoichiro Iwata, President and Chief Executive Officer	Toshimasa Sasajima, President and Chief Executive Officer
(4) Business content	Office products mail-order business, etc.	Liquor and lottery sales
(5) Paid-in capital	20,801 million yen	32 million yen
(6) Founded	November 2, 1963	July 1, 1986
(7) Number of outstanding shares	54,929,700 shares	640 shares

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(8) Fiscal year end	May 20	August 31
(9) Major shareholders and their shareholding ratios	Yahoo Japan Corporation 42.33% PLUS Corporation 16.29% The Master Trust Bank of Japan, Ltd. (trust account) 2.83% UBS AG LONDON A/C IPB SE GREGATED CLIENT ACCOUNT 2.67% State Street Bank & Trust Company 2.57% Japan Trustee Services Bank, Ltd. (trust account) 2.16% PLUS GIKEN Corporation 1.98% Shoichiro Iwata 1.66% Hidehisa Imaizumi 1.46% Tadahisa Imaizumi 1.45% (As of November 20, 2013)	Toshimasa Sasajima 100% The Company plans to acquire the entire outstanding shares of Shouri on August 12, 2014 (planned), make Shouri the Company's wholly owned subsidiary and carry out the merger. The outline of the scheme is as described in "1. Reason for the change in the scheme."

(10) Financial conditions and business performance in the most recent fiscal year	Consolidated (as of May 20, 2014)	Non-consolidated (as of August 31, 2013)
Net assets	58,073 million yen	63 million yen
Total assets	119,976 million yen	344 million yen
Net assets per share	1,049.66 yen	134,817.17 yen
Net sales	253,408 million yen	1,349 million yen
Operating income	4,276 million yen	6 million yen
Ordinary income	4,449 million yen	1 million yen
Net income	2,165 million yen	-19 million yen
Net income per share	39.75 yen	-40,625.78 yen

4. Status after merger

There will be no change to the Company's name, location, representative's position and name, business content, paid-in capital and fiscal year end as a result of the merger.

5. Outlook

The impact of this merger on the Company's consolidated business results for the fiscal year ending May 2015 is expected to be negligible. It is included in the Company's consolidated forecast for the fiscal year ending May 2015 under the Summary of Consolidated Financial Results for Fiscal Year Ended May 2014 (Japanese GAAP) released on July 4, 2014.