February 10, 2016

Skylark Co., Ltd.
Representative: Makoto Tani,
Representative Director,
President and Chief Executive Officer
(Code: 3197, Tokyo Stock Exchange, 1st Section)
Contact: Corporate Communication Group (TEL: 0422-37-5310)

Notice of Partial Change (Enhancement) of Shareholder Special Benefit Plan

Skylark Co., Ltd. (the "Company") hereby announces that its board of directors has resolved to partially change the content of its shareholder special benefit plan at a meeting held on February 10, 2016. Details are as follows.

1. Reason for the partial change of the shareholder special benefit plan

The Company has adopted the shareholder special benefit plan for the purpose of expressing its gratitude for the support its shareholders have provided on a regular basis, receiving their continuous support based on their deeper understanding of the Company and increasing the number of shareholders who will own the Company's shares in the medium and long term by enhancing the attractiveness of investment in the Company's shares.

In light of the opinions of its shareholders, the Company has decided to change (enhance) the standard for giving special benefits from the across-the-board standard to the one according to the number of shares owned and change the number of grants from once a year to twice a year for the purpose of deepening their understanding of the Company by having them use the Company's stores more widely than ever.

2. Changed content of the shareholder special benefit plan

(1) Shareholder special benefit plan after change

Number of shares owned	Content of special benefits (Annual)	Amount to be granted (Record date at the end of June)	Amount to be granted (Record date at the end of December)
100 - 299 shares	Shareholder meal vouchers worth 2,000 yen a year that can be used at the Company's stores*	1,000 yen	1,000 yen
300 - 499 shares	Shareholder meal vouchers worth 6,500 yen a year that can be used at the Company's stores*	3,000 yen	3,500 yen

500 - 999 shares	Shareholder meal vouchers worth 11,000 yen a year that can be used at the Company's stores*	5,000 yen	6,000 yen
1,000 shares -	Shareholder meal vouchers worth 23,000 yen a year that can be used at the Company's stores*	11,000 yen	12,000 yen

(2) Current shareholder special benefit plan

Number of shares owned	Content of special benefits (Annual)	Amount to be granted (Record date at the end of June)	Amount to be granted (Record date at the end of December)
100 shares -	Shareholder meal vouchers worth 2,000 yen a year that can be used at the Company's stores*	-	2,000 yen

* The shareholder meal vouchers can be used by shareholders at the stores operated by Skylark Restaurants Co., Ltd., NILAX Inc. and Tomato and Associates Co., Ltd., except for some stores, to receive a discount of 500 yen off the price including tax per voucher. For details of the participating stores and the method of use, please see the Company's website (http://ir.skylark.co.jp/stock/benefit.html).

3. Timing of change

The new shareholder special benefit plan will begin applying to shareholders who are stated or recorded in the shareholder register as of June 30, 2016 and who own one unit (100 shares) or more of the Company's shares.

4. Points to note for use

* (1) The shareholder meal vouchers can be used by shareholders at the stores operated by Skylark Restaurants Co., Ltd., NILAX Inc. and Tomato and Associates Co., Ltd., except for some stores, to receive a discount of 500 yen off the price including tax per voucher. For details of the participating stores and the method of use, please see the Company's website (http://ir.skylark.co.jp/stock/benefit.html).

(2) Expired shareholder meal vouchers cannot be used.

(3) Shareholder meal vouchers may not be exchanged for cash, and no change will be given.