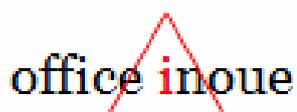


Contacts: Hajime Hase  
Office Inoue  
+81 3 5474 1033

Jay Sapsford/Natsuo Nishio  
Corporate Communications  
Morgan Stanley  
+81 3 5424 5015



Morgan Stanley

**For Immediate Release**

**Office Inoue Corporation and Morgan Stanley Japan Securities Co., Ltd. to Invest in Seiyo Restaurant Systems**

**Tokyo, August 2, 2007** – Office Inoue Corporation (Office Inoue) and Morgan Stanley Japan Securities Co., Ltd. (MSJS) announced today a joint investment in newly created restaurant operator Seiyo Restaurant Systems, Inc. (Seiyo Restaurant Systems).

Seiyo Restaurant Systems is a restaurant operator that was spun off from Seiyo Food Compass Group, Inc. on August 1, 2007. It operates about 120 restaurants across Japan under such brands as “Han,” “Ito-Guruma,” “CASA” and “Hakata-Gofu.” Office Inoue and MSJS own 76% of Seiyo Restaurant Systems through a partnership. Other shareholders include Seiyo Food Compass Group, Inc.

As a management consulting firm in the food service and restaurant industry, Office Inoue will be the General Partner in this partnership, providing Seiyo Restaurant Systems with directors and a senior management team. By leveraging Office Inoue’s expertise, Seiyo Restaurant Systems will strive toward improving its operations to attract more customers.

MSJS, as the Limited Partner, will also seek to support Seiyo Restaurant Systems by offering financial expertise. The U.S.-based investment bank sees this partnership with Office Inoue as a great opportunity to make an impact in the Japanese restaurant industry that has been shrinking in recent years.

Office Inoue and MSJS, having established and committed to a strong business relationship, view this as the first transaction in a long and prosperous business relationship.

### **About Office Inoue**

Office Inoue was established in August 2006 as a management consulting firm specializing in the food service industry. By sending experienced managers, it seeks to provide management expertise and hands-on operational improvements to chain restaurants. Where it offers guidance to restaurants, it is committed to respecting the existing corporate culture, and rather than reduce staffing or outlets, it works from a principle of polishing existing operations to make them more attractive and boost customer flow. For more information, please visit [www.o-ino.co.jp/index.html](http://www.o-ino.co.jp/index.html).

### **About Morgan Stanley**

Morgan Stanley is a leading global financial services firm providing a wide range of investment banking, securities, investment management and wealth management services. The Firm's employees serve clients worldwide including corporations, governments, institutions and individuals from more than 600 offices in 32 countries. MSJS is the core Firm at the center of Morgan Stanley's operations in Japan. For further information about Morgan Stanley, please visit [www.morganstanley.com](http://www.morganstanley.com).

# # #