



July 9, 2010

FOR IMMEDIATE RELEASE

Furusato Industries, Ltd.

**Furusato Announces Purchase of Its Own Shares
(Share Purchase According to the Articles of Incorporation
Pursuant to Article 165, Paragraph 2 of the Corporation Act)**

Furusato Industries, Ltd. has resolved the purchase of its own shares under Article 156 of the Corporation Act of Japan, as applied pursuant to Article 165, Paragraph 3 of the Act at the meeting of the Board of Directors held on July 9, 2010. The details are as follows:

1. Reason for Purchase of Its Own Shares

To facilitate quick and flexible equity management in response to the changing economic environment

2. Shares to be Purchased by the Company

(1) Type of shares to be purchased: Common stock of Furusato Industries, Ltd.

(2) Total number of shares to be purchased:

Up to 500,000 shares (3.28% of total outstanding shares (excluding treasury shares))

(3) Total cost of purchase: Up to 300,000,000 yen

(4) Period of purchase: From July 12, 2010 to June 20, 2011

[Reference]

Treasury Shares as of June 30, 2010

(1) Number of shares outstanding (excluding treasury shares): 15,246,426 shares

(2) Number of shares held as treasury shares: 327,940 shares