



February 21, 2001

Electric Power Development Co., Ltd..

Epure Co., Ltd., a Member of EPDC Group, Starting Sales of Skin Care Products

Electric Power Development Co., Ltd. (EPDC) has been promoting effective utilization of driftwood in the dams, which is necessary to be processed from viewpoints of both maintenance of reservoir function hydraulic power stations have and environmental conservation. Epure Co., Ltd., a related company of EPDC, has recently developed a series of skin care products of natural moisturizing component - wood vinegar essence - extracted from driftwood.

From facial cleansing to facial packing, a total of six types of skin care products are available. They have just appeared as the brand "FRESSE" on sale at the Odakyu Department Store (Shinjuku Store), Matsuya (Ginza Store), and other nationwide stores from today (February 21).

Product advertisement will start to appear in several women's magazines and other media from March.

The targeted number of the shops selling these products is planned to increase up to 350 in Fiscal 2001, with an expectation of one hundred million yen in the first year's sales.

1. Outline of Products

Brand: FRESSE

Natural moisturizing component (wood vinegar essence), with the manufacturing approval (approved by Ministry of Health and Welfare) obtained in Japan, are blended in every product.

Catechin, a basic component of vegetable polyphenol contained in "wood vinegar essence" in large quantities, provides your skin moisture and cleaning. In addition, this essence contains a lot of components that a human body cannot produce, making rough, dry skin to become mild.

Product	Content	Suggested retail price
Fresse Cleansing Cream	120 g	1,600 yen
Fresse Face Wash Foam	120 g	1,500 yen
Fresse Skin Lotion M (moisture type)	120 ml	1,500 yen
Fresse Skin Lotion L (dry type)	120 ml	1,500 yen
Fresse Milky Lotion M (moisture type)	120 ml	1,500 yen
Fresse Milky Lotion L (dry type)	120 ml	1,500 yen
Fresse Emollient Cream	30 g	1,800 yen
Fresse Clay Pack	120 g	1,700 yen

2. Details of coping with cosmetics business.

A large amount of driftwood flows into dam reservoirs of hydraulic power plants. These driftwood affect the amount of intake water for power generation and are undesirable for environment

conservation of dam reservoirs, therefore, these driftwood have been drawn up from the reservoirs and treated. Since 1991, the EPDC group has been examining and studying the possibilities of effective utilization from various points of view. Through these studies, development and commercialization of "driftwood charcoal" which is a charcoal in good quality made from carbonized driftwood charcoal and of "wood vinegar of driftwood" which is a wood vinegar extracted from the smoke generated at the time of carbonization have been conducted. Wood vinegar is utilized in the fields of gardening and agriculture, thanks to its sterilization effect, deodorant effect, and so forth.

Furthermore, the EPDC group has succeeded in extraction of a natural moisturizing component (wood vinegar essence), which is effective only for skin, from superior components as many as 200 types of wood vinegar of driftwood, allowing the skin care products with this blended essence to be developed and commercialized. Wood vinegar essence is the first approved cosmetic material in Japan as wood vinegar liquid and bamboo vinegar liquid, with a patent concerning purification method obtained.

3. Company Profile

Name: Epure Co., Ltd. (Subsidiary of EPDC based on securities and exchange law)

Address: 1-6-5, Shinjuku, Shinjuku-ku, Tokyo

Capital: 10,000,000 yen

Representative: Representative director, Teizo Amino

Major business: Sales of cosmetics

* For information about these products, please contact:

Wada or Shibuta

Epure Co., Ltd.

Phone: 03-3352-3861

<http://www.epure.co.jp>

End of announcement