

LTH

Notice of Early Redemption at the Option of the Bondholders for Zero Coupon Convertible Bonds due 2018 (the “Bonds”)

April 22, 2009 Tokyo, Japan – Link Theory Holdings Co., Ltd. (“LTH”) hereby makes the following announcement:

With respect to the Bonds issued by LTH, LTH will redeem the Bonds with respect to which LTH has received prior notice requesting early redemption from some of the bondholders as follows:

1. Bonds subject to early redemption
Zero coupon convertible bonds due 2018
2. Date of early redemption
May 12, 2009
3. Summary of early redemption

(1)	Total outstanding amount before redemption	10,700 million JPY
(2)	Amount of early redemption	350 million JPY
(3)	Total outstanding amount after redemption	10,350 million JPY

4. Reason for early redemption

As set forth in Clause 6.5 of the terms and conditions of the Bonds, a bondholder has the option to request LTH to redeem any outstanding Bond early at 100% of its principal amount on May 12, 2009, May 12, 2012, or May 12, 2015 (the selected date, the “Optional Redemption Date”), by giving not less than 30 nor more than 60 days’ notice prior to the Optional Redemption Date. LTH has received prior notice requesting early redemption from some of the bondholders, for which the date is set May 12, 2009, and the amount is set at 350 million JPY of the Bonds’ principal amount. Consequently, LTH will redeem the relevant Bonds on May 12, 2009.

Reference

Description of the Bonds

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|-----|---|---|
| (1) | Issue Date | May 12, 2006 (London time) |
| (2) | Total Amount of Issue | JPY 13,200,000,000 |
| (3) | Total Outstanding Amount | JPY 10,700,000,000 (as of April 22, 2009) |
| (4) | Maturity Date | May 14, 2018 |
| (5) | Interest Rate | Not applicable |
| (6) | Conversion Price | JPY 886,250 (as of April 22, 2009) |
| (7) | Provisions of Early Redemption at the option of the Bondholders | A bondholder has the option to request LTH to redeem any outstanding Bond early at 100% of its principal amount on May 12, 2009, May 12, 2012, or May 12, 2015, by giving not less than 30 nor more than 60 days’ prior notice. |

LTH

INVESTOR RELATIONS

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