



(Translation)

November 5, 2008

Dear Sirs,

Name of the Company: Shiseido Company, Limited
Name of the Representative: Shinzo Maeda
President & CEO
(Representative Director)
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Person to contact: Yukihiro Saito
General Manager of Investor
Relations Department
(Tel: 03 - 3572 - 5111)

**Notice of the Result of Acquisition by the Company of its Own Shares through
Off-Auction Own Share Repurchase Trading (ToSTNeT-3)**

Notice is hereby given that with regard to the acquisition by Shiseido Company, Limited (the "Company") of its own shares as publicized on November 4, 2008, the Company carried out a procedure therefor today, as described below.

Simultaneously, notice is hereby given that the acquisition by the Company of its own shares pursuant to the resolution adopted at the meeting of its Board of Directors held on October 30, 2008 has completed as a result of the transaction described herein.

Description

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|----|----------------------------------|--|
| 1. | Reason for the acquisition: | To allow management to carry out capital policies with agility and distribute profits to its shareholders, in response to changing business conditions |
| 2. | Class of shares acquired: | Shares of common stock of the Company |
| 3. | Total number of shares acquired: | 2,211,000 shares |
| 4. | Acquisition price: | ¥2,030 per share |
| 5. | Aggregate acquisition prices of | ¥4,488,330,000 |



shares:

6. Acquisition date: November 5, 2008
7. Method of acquisition: Purchase order placed through Off-Auction Own Share Repurchase Trading of the Tokyo Stock Exchange Trading Network System (ToSTNeT-3)

(For reference)

Details of the resolution adopted for the acquisition by the Company of its own shares (as publicized on October 30, 2008):

- Class of shares to be acquired: Shares of common stock of the Company
- Total number of shares to be acquired: (Not exceeding) 2,500,000 shares
- Aggregate acquisition prices of shares: (Not exceeding) ¥6,000,000,000
- Acquisition period: November 5, 2008 through November 14, 2008

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