

17 September, 2010

Don Quijote Co., Ltd.

Securities Code No.: 7532

Shares Listed: Tokyo Stock Exchange

Address: 2-19-10 Aobadai, Meguro-ku, Tokyo

Representative: Junji Narusawa, President, Representative Director and COO

Contact: Mitsuo Takahashi, Senior Managing Director and CFO (Phone: +81-3-5725-7588)

URL: <http://www.donki.com>

Don Quijote Co.,Ltd.

JPY 17,000,000,000 Zero Coupon Convertible Bonds due 2011 (the 'Bonds')

Notice to holders of Don Quijote Co.,Ltd. JPY 17,000,000,000 Zero Coupon Convertible bonds due 2011 (the 'Bonds')

Notice is hereby given that, as of September 17, 2010, Don Quijote Co.,Ltd. will redeem all of the Bonds outstanding at their principal amount in accordance with Condition 7 (C), since the closing price of the Shares for each of the 30 consecutive trading days (from July 8, 2010 to August 19, 2010) is more than 120 percent of the Conversion Price in effect on each of those trading days of 1,821 yen per Share.

The Bonds may be converted up to the close of business (at the place where the Bond is deposited for conversion) on the seventh day prior to 29th October, 2010.

Summary of the redemption:

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|-----------------------------------|--|
| 1) Name of the Bond: | DON QUIJOTE CO., LTD.
JPY17,000,000,000
Zero Coupon Convertible Bonds due 2011 |
| 2) Principal amount of the Bonds: | JPY8,620,000,000
outstanding as of 15th September |
| 3) Date of redemption: | 29th October, 2010 |
| 4) Redemption price: | at their principal amount |