

The following is an English version of the official Japanese announcement, which has been given to the JASDAQ and the media in Tokyo, Japan.



September 1, 2009

Company: SPARX Group Co., Ltd.
(JASDAQ Code: 8739)

Launch of SPARX Global Markets Investment Strategy

Tokyo (September 1, 2009) – SPARX Group Co., Ltd. (hereafter “SPARX”) is pleased to announce that its subsidiary, SPARX Asset Management Co., Ltd. (hereafter “SPARX Asset”), has launched a new strategy called the SPARX Global Markets Investment Strategy.

For Reference:

1. Outline of strategy

The SPARX Global Markets Investment Strategy will leverage the SPARX Group’s proven investment expertise in absolute return investing that SPARX Group studied. The new strategy’s principal focus is on G-5 interest rates, fixed income, stock options, future options and the G-10 currencies. Launched in August, the strategy was funded with SPARX’s proprietary capital.

The strategy’s investment team has over 20 years of trading experience in G-5 currencies, interest rates, fixed income and equities at a Japanese trust bank. During their time there, the team was able to record several achievements including preserving capital and generating returns across different economic and market cycles.

2. Impact on the SPARX Group growth strategy

Continuously seeking ways to increase its profitability, the SPARX Group aims to 1) strengthen its brand and unique hybrid investment business model, a combination of its traditional and alternative investment strategies, and 2) differentiate itself as the only firm that is capable of providing “Asia Investment Intelligence” in Japan.

SPARX Asset has taken another step forward with the introduction of the SPARX Global Markets Investment Strategy, where it has expanded its equity-focused platform to include a multi-asset class global macro strategy.

The SPARX Group continues to strive to become the most trusted and respected investment company

The following is an English version of the official Japanese announcement, which has been given to the JASDAQ and the media in Tokyo, Japan.

in the world. Towards that end, the firm seeks to gain its investors' trust and respect by quickly responding to their needs and the changing market environment. All members at the SPARX Group remain dedicated to improve our investment capabilities, product offering and client service activities.

Note:

1. This announcement is prepared solely for the purpose of providing information in English to shareholders of SPARX and other interested parties of SPARX Group and is not intended to be a recommendation or solicitation to buy or sell SPARX shares or any other securities.
2. Please note that the new strategy is expected to be made available only in certain jurisdictions and on a private placement basis.
3. Past performance is not indicative of future results.

####