

PRESS RELEASE

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Fukuda Stationery Company Advances Overseas

New offices abroad and related organizational changes

Tokyo, January 16, 2012: Fukuda Stationery Company announced today that it is planning to open branches overseas in the fall of 2014. Overseas expansion has been Fukuda Stationery's long-standing ambition, and the company went ahead with making its dream come true after orders from overseas clients doubled last year. The company is scheduled to open branches in Hong Kong and Korea in September 2014, and in the United States in November.

According to Hiroshi Okada, CEO of Fukuda Stationery, "It was a very tough decision to make, but the ongoing efforts of our employees and increased profitability pushed us to expand overseas." Okada also said, "We would not have been able to go ahead with this if it weren't for the strong support and cooperation of all our valuable clients. I'd like to seek their advice and encouragement as we look to the future while we will put more effort into expanding our business."

With this decision, the company will focus its business in three areas—Tokyo, Nagano and Osaka—so that it can prepare for close coordination with overseas branches. Details concerning organizational changes will be announced the middle of next month.

About Fukuda Stationery Company

Fukuda Stationery Company is a stationery company launched in 1952. The company is involved in the production and distribution of various stationery items, and its products range from pens and paper to scissors and calculators. The quality and reasonable pricing of their products has an established reputation. The company has 30 percent share of the domestic market.

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