

May 12, 2009
Junya Suzuki
President and CEO, Representative Director of the Board
Nissha Printing Co., Ltd.
Exchanges Listed: Tokyo, Osaka Stock Exchanges, First Section 7915
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Notice of production structure reform of Information and Communication Business Unit

Nissha Printing Co., Ltd. (hereafter, Nissha) today announced that Nissha resolved starting production structure reform of Information and Communication Business Unit by the Board held on May 12, 2009. This matter attains integration of management by unifying to a subsidiary, while two production factories are currently operated under the two separate management systems within Nissha Headquarters in Kyoto and a subsidiary in Chiba, 100% owned by Nissha. The structure reform also aims at a profit improvement of the business unit. Nissha also announce that this changes the corporate name of the existing subsidiary, Eastern Nissha Printing Co., Ltd., as follows.

1. The reason and the purpose

Information and Communication Business Unit redefines its business domain, and aims at the shift from traditional paper based printing business to a new shape covering wider range of customers' needs concerning their corporate communication to its customers and stakeholders. Aiming at reappraisal and improvement in business resources and capabilities to be needed, with the change of the business domain, integration, transformation into owned subsidiaries, etc. of a processing sector raise operating efficiency. Although Eastern Nissha Printing Co., Ltd. (Yachiyo City, Chiba) which is 100% Nissha's subsidiary and the production headquarters (Kyoto City, Kyoto) which is an organization of Nissha was bearing the production activity in each area conventionally, management is unified for these processing sectors as one subsidiary, and an improvement of profitability is aimed at by elaborating business management.

In addition to the reorganization of the production organization, optimization of the value chain including the marketing and sales, and project management is attained, and business expansion and improvement of profitability are aimed by raising customers' value more than before.

2. The change of corporate name

	After change (July 1, 2009 *plan)	Before change
Corporate name	Nitec Printing Co., Ltd.	Eastern Nissha Printing Co., Ltd.
Description of business	The enterprise in connection with the manufacture relevant to commercial printing and publication printing	
HQ address	3 Mibu Hanai-cho, Nakagyo-ku, Kyoto, Japan	1521 Kamikoya, Yachiyo City, Chiba Pref., Japan
Factory base	Kyoto and Yachiyo	Yachiyo, Chiba
Representative	Takuji Shibata (Executive Vice President, Member of the Board of Nissha)	Toshikazu Imamura
Equity	75 million yen	
Number of employee	About 200 (About 100 employees temporally transfer from Nissha's production headquarters.)	About 100
Shareholder	Nissha Printing Co., Ltd. : 100%	

There is nothing to affect the financial result for fiscal year 2010, ending March 31, 2010

Note: This is an English translation from the original release in Japanese.

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