

October 1, 2009

To All Members of the Press

Company Name Nissha Printing Co., Ltd.
Name of President and CEO, Representative Junya
Representative Director of the Board Suzuki
(Code No.: 7915 – 1st Section of Tokyo Stock
Exchange and Osaka Securities Exchange)

Establishment of Nissha Fellow System

Nissha Printing Co., Ltd. recently decided to establish a new personnel system known as the “Nissha Fellow System”. The decision was also made to appoint Seiichi Yamazaki as the first fellow under the new system on October 1. Nissha will continue to face the challenge of carrying out fundamental development as a comprehensive decorative manufacturer in a wide variety of decorative methods and materials, with the aim of “printing on everything other than water and air”, at the same time as developing new technology and fields related to our unique Nissha IMD technology. Please see below for details.

[Details of the Nissha Fellow System]

1. Definition of the Nissha Fellow System

Employees satisfying either (1) or (2) below are eligible under the Nissha Fellow System

- (1) Employees possessing outstanding specialist skills or knowledge as technicians who play a central role in development or in the acquisition of intellectual property rights for revolutionary materials, construction methods, production systems or software that make an ongoing and significant contribution to improvements in the corporate value of the Nissha Group.
- (2) Employees achieving research results in a technical field for which an award is received from the national government or institution of similar standing, or under an award system hosted by a group that is widely recognized as being of similar or greater value.

2. Responsibilities under the Nissha Fellow System

Nissha fellows shall select research themes appropriate for their position as a leading technical expert, approval for which shall be given by the company president. Fellows have a responsibility to execute their research themes earnestly and to work towards the development of the company’s business

3. Method of Appointment

Fellows shall be appointed after recommendation by the company president and approval from the Board of Directors.

4. Term

One year *This may be renewed in line with progress made in the research themes

5. Treatment

Fellows shall earnestly execute their research themes from the position of a leading operating officer.

Seiichi Yamazaki was a central figure in the development of Nissha's unique "Nissha IMD" technology (simultaneous in-mold decoration and design transfer system), and has contributed significantly to improvements in Nissha's corporate value.

He graduated from the Engineering Science Course of the Faculty of Engineering, University of Toyama.

April 1973 – Entered Nissha Printing Co., Ltd.

April 2001 – Technological Development, Industrial Materials and Input Devices Business Unit

April 2005 – Automotive Business, Industrial Materials and Input Devices Business Unit

October 2009 – Appointed as fellow (Yamazaki Research Department)

[What is Nissha IMD?]

Nissha's IMD system drives its technology to reproduce products with a unique touch, feel, and texture that goes beyond mere decoration. The film (transfer foil), onto which the desired design has been printed, is inserted into the mold. Resin is introduced to the mold and the design transfers onto the component, while it is being molded. This revolutionary system enables the implementation of sophisticated graphics on resin products with complex 3D geometries.

[Enquiries]

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