

Our New Corporate Slogan - *Ideas & Chemistry*

On May 3, 2012 we will mark the 130th anniversary of the founding of our company. Toyobo Co., Ltd. was founded as a textile company in 1882. Over the years and in accordance with changing times, the Company has altered its business in order to better contribute to society. Today Toyobo is a specialty chemical company, with its origin in chemical fiber technologies. Toyobo's specialty businesses consist of Films and Functional Polymers, Industrial Materials and Life Science.

It gives us great pleasure to commemorate our 130th anniversary by introducing our new corporate slogan and logo.

1. Our New Corporate Slogan



With the advent of our 130th anniversary, we are proud to present our new corporate slogan: *Ideas & Chemistry*. The technology that we cultivate at Toyobo contributes to the comfort of our daily lives and as such we intend to further focus our technologies on the environment and life sciences fields. Our new slogan resonates with the determination we have to grow to be a category leader, accumulating a variety of technologies that will be useful across a broad range of fields.

■Statement

Based on our corporate philosophy, expressed in Japanese as *Jun-Ri-Soku-Yu* (Adhering to Reason Leads to Prosperity), we are advancing toward a new stage by combining *Ideas* that lead to high performance with *Chemistry* to create new materials.

2. A new logo to commemorate our 130th anniversary



The logo takes its image from the crest and signpost. The crest is an expression of our history over the past 130 years. The signpost is an expression of reference point for our company as it aims for the future and moves towards its goal of becoming a category leader with unique materials and technology some 150 or 200 years hence.

*During this year, this logo will be used on our business cards, pamphlets and other materials, as well as on the panels used in exhibitions.

For more information, contact:

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