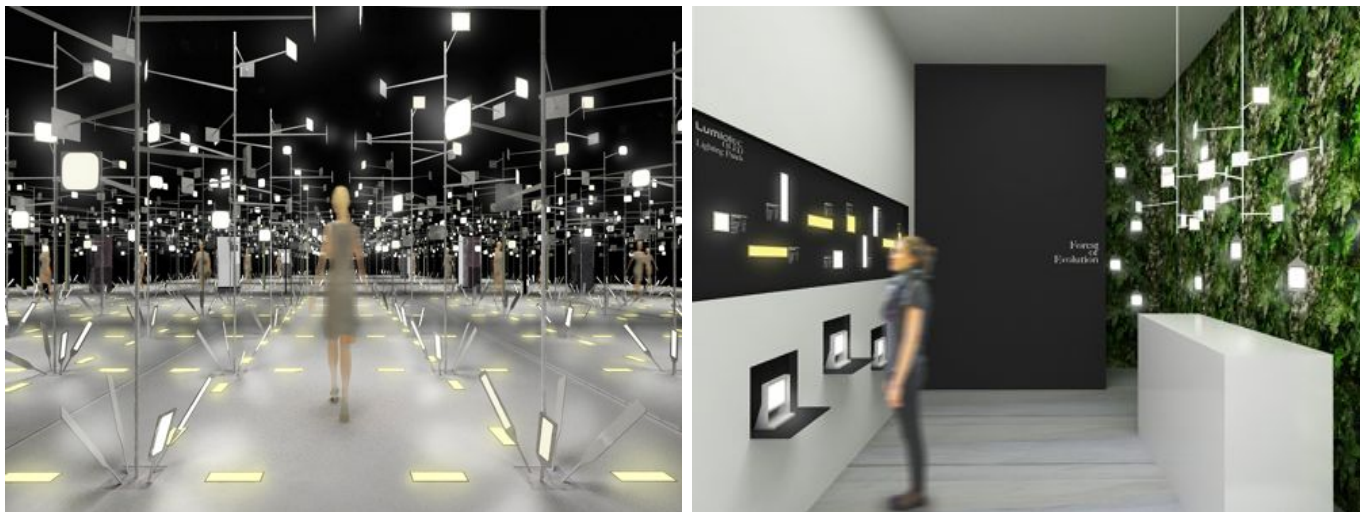


**Lumiotec to make alliances with Two Italian Companies in OLED Business
And Exhibit at Salone Internazionale del Mobile in Milan
-- Information to be Launched from Global "Home of Design" --**



Yamagata, April 4, 2011 – Lumiotec Inc. (President: Hisao Shigenaga, Head Office: Yonezawa City, Yamagata Prefecture), a company dedicated to business in organic light-emitting diode (OLED) lighting panels, is taking initiatives to strengthen its marketing activities in Europe, where the OLED panel market is expected to expand faster than elsewhere.

Specifically Lumiotec is to make alliances with Triumph Design and Consulting Co., Ltd., an Italian design company, for design support, and with Pollice Illuminazione s.r.l., a long-established lighting company, to receive consulting services in lighting design. In addition, as part of its OLED panel promotion activities based on the alliances with the two Italian firms, Lumiotec will participate in Salone Internazionale del Mobile, one of the world's largest international furniture fairs, to take place from April 12 through 17 in Milan, Italy. At the fair, Lumiotec will present innovatively designed spaces using lighting-use OLED panels. The company is the first in the world to have launched delivery of mass-produced panels.

Through these initiatives Lumiotec aims to accelerate promotion of OLED lighting panels from the aspect of design by launching information from Italy—considered the home country of design—to the world, and to expand sales of lighting-use OLED panels globally. In parallel with these moves, Lumiotec is currently undertaking procedures to join Associazione Italiana di Illuminazione, Italy's lighting association.

Triumph Design and Consulting, located in Milan, was established in 2005 by Naohiko Mitsui, a former director at the design office of Mario Bellini, a world-renowned designer. Pollice Illuminazione, established in 1909, is a major consulting company in the field of lighting design; the firm has handled various high-profile illumination projects, including Duomo Square and San Siro Stadium, both in Milan.

Salone Internazionale del Mobile, an international fair for furniture and interior decor, celebrates its 50th anniversary this year. The fair is well known as a launching pad for the day's most advanced designs and interior ideas. Individual international exhibitions will also be simultaneously held spotlighting furniture, lighting, interior goods and office furniture.

Lumiotec was jointly established in May 2008 as the world's first business enterprise dedicated exclusively to OLED lighting panels, initially to assess the panels' commercial viability. The companies that invested in Lumiotec include MHI, ROHM Co., Ltd. and Toppan Printing Co., Ltd.

Leveraging the development of a new device structure enabling simultaneous achievement of high luminance and long lifetime—two features that in the past were considered performance trade-offs— Lumiotec established a mass-production line at a facility in Yonezawa City, Yamagata Prefecture, where it is undertaking development and production of OLED panels for lighting applications. Realization of this high-speed, large-scale production system (in-line deposition equipment with linear evaporation sources for large substrates) has also significantly enhanced material utilization efficiency. Lumiotec began delivery of its mass-produced OLED lighting panels from January this year.

OLED lighting panels offer advantageous features that neither conventional light sources, such as incandescent bulbs and fluorescent tubes, nor light-emitting diodes (LED) provide:

- Lightweight
- Thin
- Surface-emitting
- Uniform soft light
- Free of ultraviolet rays
- Free of harmful substances such as mercury
- Help reduce CO2 emissions through energy savings.

Through the alliances with two Italian firms and the exhibition at Salone Internazionale del Mobile, Lumiotec will assess the commercial viability of its OLED lighting panels, aiming at the early start of full-scale production and marketing systems.

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