January 21, 2011

Takasago International Corporation

Takasago to strengthen North American Fragrance Production Capacity

The Takasago Group announces the purchase of new production facilities to strengthen its fragrance production capabilities in North America.

I. Purpose of Investment

Our consolidated subsidiary Takasago International Corporation (U.S.A.), the hub of our North American operations, is boosting fragrance production capacity to keep pace with the growth of its business.

The acquisition of new production facilities, combined with the installation of state-of-the-art equipment, will ensure sufficient production capacity to support future growth. A further aim is to create a streamlined supply system integrating manufacturing and logistics. This strengthened production regime will enable Takasago to aggressively pursue business in the world's largest fragrance market and better service customers.

II. Summary of Investment

(1) Purchase of a fragrance manufacturing plant and associated facilities (storage facilities for raw materials and finished products etc.)

(2) Purchase cost:	Approx. US$9,000,000 (¥750,000,000) Additional expenses are projected for renovations, equipment installation, etc.
(3) Size of premises:	Land 80,950 m^2, buildings approx. 12,100 m^2
(4) Production capacity:	Approx. 15,000 tons per year
(5) Commencement of operation:	Early 2012 (upon completion of renovations during 2011)
(6) Location:	114 Commerce Drive, Harriman, NY