

November 2, 2009

TRI Establishes Representative Offices in Shanghai, China

Tokai Rubber Industries, Ltd. (Head office: Komaki City, Aichi Prefecture; President: Yoshiaki Nishimura; abbr: TRI) has newly established the Logistics Planning Office on November 2 aiming to grasp overall logistics cost and improve the promotion system for logistics cost-cutting activity across the TRI Group. Furthermore, we are going to open the Shanghai Office as a subdivision of the Logistics Planning Office in January 2010.

TRI Logitech, Ltd., a consolidated subsidiary of the TRI Group (Head office: Komaki City, Aichi Prefecture; President: Yukio Konishi; abbr: TRIL), to which we separated our logistics operation, is also going to establish its Shanghai Representative Office in January 2010 aiming to optimize the logistics at the Chinese base and investigate for logistics cost-cutting over the entire Group.

The Shanghai Office of the Logistics Planning Office and the Shanghai Representative Office of TRIL are going to gather and summarize information concerning logistics and cut the cost of logistics by collaborating with other operation bases of the TRI Group.

While anticipating the tough business environment to be continued, the entire TRI Group is developing the “Overall cost reduction activity” to improve the prospect of business profit. We are now working on the global optimal production, global optimal procurement, and global optimal logistics as the main themes of activity; the newly established Logistics Planning Office and the establishment of Shanghai Representative Office are parts of the activities. We aim to lower our breakeven point, achieve and settle a surplus continuously, and develop further by promoting these activities aggressively. **【Reference 1】** Outline of Shanghai Office

- (1) Address: Shanghai International Shopping Center, 527 Huaihai Middle Road, Luwan District, Shanghai City
- (2) Period of establishment: January 2010 (planned)
- (3) Employees: 4 (for 2010) TRIL employees will be stationed, and TRI employees will be transferred there for temporary support

【Reference 2】 Outline of TRI Logitech, Ltd.

- (1) Name: TRI Logitech, Ltd.
- (2) Location: 2-322 Higashi, Komaki City, Aichi Prefecture
- (3) Capital: 70 million yen
- (4) Ratio of capital contribution: TRI 90%, Fukoku Bussan Co., Ltd. 5%, HOKKOH Transportation Inc. 5%
- (5) Employees: 40
- (6) Lines of business: Logistics business including cargo transportation, cargo handling, storage and packaging and logistics consulting
- (7) Established: October 2003
- (8) Net sales: 6,254 million yen (2008)
- (9) Representative: Yukio Konishi