

For Reference

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SANYO to Exhibit ‘enloop’ at Paris Design Show ‘WA-Contemporary Japanese design and spirit of reconciliation’

Tokyo, September 18, 2008 – SANYO Electric Co., Ltd. (SANYO) is pleased to announce that its ‘enloop’ will be displayed at the **‘WA-Contemporary Japanese design and spirit of reconciliation’**, to be held in Paris. The design exhibition is sponsored by the Japan Foundation/The Japan Cultural Institute in Paris. At this event, approximately 160 exceptional Japanese product designs will be displayed for three months, with the aim to communicate the essence of Japanese harmony (‘WA’) in modern product designs. Starting with the exhibition in Paris by The Japan Cultural Institute, a center that promotes understanding of Japanese culture, the exhibition will also be taken on tour, set to be held in Budapest, Hungary (April-May, 2009), Hamburg, Germany (mid June – mid September, 2009), after which the exhibit will visit three to four other European countries before finally returning to Japan for a home exhibition concluding the tour.

SANYO’s ‘enloop’ have been awarded a Gold Prize from the ‘Good Design Awards 2006’ in Japan as well as the iF Design Award 2008 in Germany. SANYO aims to continue developing environmentally conscious products not only in function and performance, but in concept and design, to gain world recognition.

Outline of the Paris exhibition

Location: The Japan Cultural Institute in Paris
Date/Time: Wednesday, October 22, 2008 – Saturday, January 31, 2009
SANYO exhibit: ‘enloop’

‘WA-Contemporary Japanese design and spirit of reconciliation’

Sponsored by the Japan Foundation/The Japan Cultural Institute in Paris, the exhibition introduces exceptional Japanese product designs in the global trendsetting city of Paris, France. There are 161 products scheduled to be on display at the exhibition, selected from a variety of products and items based on 12 categories and 6 keywords. The categories are as follows:

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|------------------------------------|----------------------------|
| 1: tableware (dishes and utensils) | 7: equipment for play |
| 2: furniture | 8: stationary |
| 3: lighting | 9: general merchandise |
| 4: faucets and fountains | 10: clothing |
| 5: home electronics | 11: packaging and bags |
| 6: information | 12: vehicles and transport |

The 6 keywords expressing concepts, aesthetics and taste are as follows:

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|----------------------|---------------------------|
| 1: cute and adorable | 4: touch and feel |
| 2: craft | 5: minimal |
| 3: grain | 6: care and consideration |

Exhibition website: <http://www.jpfculture.go.jp/j/culture/new/0809/09-02.html> (Japanese)