



## MIZUNO NEWS RELEASE

FOR IMMEDIATE RELEASE

Acquisition of Senoh Corporation, a Japanese sports  
and exercise equipment manufacturer

Osaka – June 21, 2012 –

We would like to announce that the board of meeting of Mizuno Corporation on June 21, 2012 has approved the acquisition of shares of Senoh Corporation to make the company our subsidiary.

Under our corporate philosophy, “Contributing to society through the advancement of sporting goods and the promotion of sports”, we have set up “Creating the new 100 year brand”, “The utilization of Mizuno as a global company” and “Cultivating a corporate culture we take pride in” as our long term management policies and made our efforts to increase a corporate value.

At present, aiming at a growth of business and maximization of brand value, we have three challenges, e.g., “Expanding a global business”, “Strengthening manufacturer’s functions” and “Restructuring a domestic business foundation in Japan”. With regard to a global strategy for growth, not only in overseas markets but also in Japanese market, which occupies about 70% of our consolidated net sales, we need to achieve a growth of sales and profit and an increase of our market share by demonstrating further competitiveness.

Senoh Corporation has established its position as a leading company in an indoor sports facility business field since 1908. Senoh’s equipment, which are being approved by many sports associations and federations at home and overseas and used in a lot of events, are gaining a very high support from various sports organizations and top athletes as a reliable brand.

Through the acquisition of this time, by utilizing management resources, sales network, research development capacity, manufacturing technology, manufacturing bases of Mizuno and Senoh, in addition to strengthening a domestic sales of sports equipment as our core business, we think it possible to increase a size of business and a brand value as a business group of sports facility which can design and construct outdoor and indoor sports facility equipment/apparatus and offer management service of facilities in a comprehensive manner.

From now on, through an organic cooperation of the both companies, which have over 100 year’s history, we will try to produce a synergetic effect in various fields and to grow globally.

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