

**Sumitomo Forestry to Host *Sumai Haku* Housing Fair 2011
in Tokyo, Osaka, and Nagoya
CO₂ Emissions Offset with Company's Own J-VER Project**

—Exposition brings together the latest housing information and the combined strength of the
Sumitomo Forestry Group—

Sumitomo Forestry Co., Ltd. (Head Office: 3-2 Otemachi 1-chome, Chiyoda-ku, Tokyo; President, Representative Director and Executive Officer: Akira Ichikawa) will host *Sumai Haku* Housing Fair 2011 in the three metropolitan regions of Tokyo, Osaka, and Nagoya. From the end of January through the middle of February, fair visitors will get a close look at the numerous facets of home building under the theme “Experience it all! People and earth friendly home building.” And for the first time in the history of *Sumai Haku*, Sumitomo Forestry will offset the CO₂ emitted at each fair venue by acquiring carbon offset credits (J-VER*) through its company-owned forests.

■ ***Sumai Haku* Housing Fair Schedule**

Tokyo Fair

January 22–23 (Sat.–Sun.)

10 a.m.–5 p.m. (until 4:30 p.m. on Sunday)

Makuhari Messe International Exhibition Halls 5 and 6
2-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture

Osaka Fair

February 5–6 (Sat.–Sun.)

10 a.m.–6 p.m. (until 5 p.m. on Sunday)

Kyocera Dome Osaka
Naka 2-1, 3-chome, Chiyozaeki, Nishi-ku, Osaka City, Osaka Prefecture

Nagoya Fair

February 12–13 (Sat.–Sun.)

10 a.m.–5 p.m.

Nagoya International Exhibition Hall (Port Messe Nagoya)
2-2 Kinjofuto, Minato-ku, Nagoya City, Aichi Prefecture

(Entrance closing times vary between venues.)

■ **About *Sumai Haku***

Sumai Haku Housing Fair is an experience-oriented exposition that allows visitors to learn about *Sumitomo Forestry Home* houses by directly seeing and even touching wood and houses. For years *Sumai Haku* fairs have been held in the three metropolitan areas of Tokyo, Osaka, and Nagoya, displaying everything from the highly durable structural frames and design concepts of *Sumitomo Forestry Home* houses to a number of housing materials and systems.

Since fall 2007, Sumitomo Forestry has hosted the same close-encounter *Sumai Haku* events for individual communities to increase their familiarity with *Sumitomo Forestry Home* houses. Organized to be more locally relevant, these events are becoming increasingly popular among homebuyers and homeowners. Since April of this year, the company has held 16 community-oriented *Sumai Haku* events across Japan.

The upcoming fairs in Tokyo, Osaka, and Nagoya are based on a common theme: “Experience it all! People and earth friendly home building.” Visitors can experience the newest of Sumitomo Forestry’s technologies for custom-built wooden houses next to the combined strength of the Sumitomo Forestry Group. All fairs feature the latest know-how on home building, including a 3D theater offering a life-like presentation of full-size house structures built using Sumitomo Forestry’s proprietary “big-frame configuration” construction method, as well as smart-houses designed to realize higher efficiencies in household energy use.

As a new initiative, Sumitomo Forestry will also use carbon credits obtained through its company-owned forests in the J-VER scheme to offset the CO₂ emitted from the use of electricity, gas, and water in the process of hosting all three fairs, from setup through cleanup (estimated to be approximately 50 tons).

About the J-VER Scheme

In July 2009, Sumitomo Forestry Company-Owned Forest Project I at the company-owned forest in Yamase, Miyazaki Prefecture, was registered as the first Sustainable Forestry Management Promotion-Type Project under the Ministry of the Environment’s J-VER scheme. This new initiative to offset CO₂ at the *Sumai Haku* Fair is part of Sumitomo Forestry’s commitment to use its own offset credits (J-VER) to reduce CO₂ emissions in its business activities.

■ Environmentally Friendly Housing Initiatives

The Interactive Fair for Biodiversity was held in conjunction with the 10th Conference of the Parties to the Convention on Biological Diversity (COP10 Aichi-Nagoya) held in Japan in October 2010. Sumitomo Forestry both exhibited and hosted a forum at the interactive fair, disseminating information on its efforts to protect the environment through its business.

Interactive fair visitors had an extraordinarily deep interest in the environment and showed a strong desire to have the environmental impact of houses minimized as well. At the upcoming *Sumai Haku* Housing Fair, Sumitomo Forestry will present its own efforts to develop and promote environmentally friendly wooden houses, including the effective use of timber resources; promotion of Japanese timber; living styles that effectively use natural energy such as solar, wind, and vegetation; and houses designed to be passed down through numerous generations, from parent to child to grandchild.

For example, the smart-house booth uses a model home to show houses that are designed to save energy through the integration of active technologies—solar power systems, residential fuel cells, and batteries for home power storage, and so on—with passive technologies that use natural energy.

Also presented at the fairs will be a unique carbon offset project Sumitomo Forestry started as part of Project EARTH, an initiative the company launched in 2009 to link local communities, customers, and its business through a philosophy of symbiosis with the environment. In this project, tree-planting efforts in Indonesia will sequester enough carbon to offset all the CO₂ emitted in the process of procuring and placing all the principle structural members used in all 10,000 of the spec and custom homes Sumitomo Forestry constructs annually—from tree harvest through building construction. With next year 2011 being the International Year of Forests as declared by the United Nations, Sumitomo Forestry will actively disseminate information regarding the various efforts it puts into sustainable forest management.

■ Other Highlights

Each fair venue will host numerous booths offering a full sensory experience of home building, including a uniquely designed model space that shows off the characteristic qualities of wood from different tree species, and a section where Sumitomo Forestry's architects will demonstrate their versatile skills in design. And for children there will be a kids' corner where they can play as well as a special booth for them to experience part of the home building process.

Also set up at each fair will be a homeowners' salon for owners of *Sumitomo Forestry Home* houses.

This section will deliver the latest information from the Sumitomo Forestry Group in a relaxing and enjoyable space, offering seminars and one-on-one consultation sessions on home and yard maintenance, as well as presentations and introductory information on *clubforest*, Sumitomo Forestry's unique homeowners-only website that offers a host of information on homes and home building. The company will also propose flexible renovation options that can be tailored to the unique lifestyles of individual families, how to use land effectively for apartments and condominiums, and garden vegetation and housing exterior solutions. Experience at *Sumai Haku* Housing Fair the combined strength of the Sumitomo Forestry Group in its safe and reliable homes.

List of Fair Booths

Company Information; Technologies; Proposals for Exteriors, Interiors, and Systems; Home Plan Demonstrations; Mortgage Consultation; Maintenance; Land Use; Moving and Temporary Housing; Renovations; Exteriors; Kids' Corner; and others. (Some content varies between venues.)

[Caption]

The 2010 *Sumai Haku* Fair in Tokyo