

**Sumitomo Forestry to Host “Sustainable Forest Gallery 2011—Kikorin’s Forest”
at Start of International Year of Forests for Recognizing Forests and Forestry**

—Introducing business models of the Sumitomo Forestry Group aimed at sustainability and symbiosis
with the environment—

Sumitomo Forestry Co., Ltd. (Head Office: 3-2 Otemachi 1-chome, Chiyoda-ku, Tokyo; President, Representative Director and Executive Officer : Akira Ichikawa) will host “Sustainable Forest Gallery 2011—Kikorin’s Forest” in the plaza in front of Yurakucho ITOCiA in Chiyoda-ku, Tokyo, for two days from January 15 to 16, 2011.

The event will present the importance of protecting forest environments and using Japanese timber, the wonder of trees with their diverse characteristics and personalities, and the value of wooden houses, as well as Sumitomo Forestry’s efforts to achieve a symbiotic relationship with the environment through its businesses. Now seeing its fifth year, Sustainable Forest Gallery has been held since 2007 with the goal of raising public awareness on the roles that forests serve in protecting the global environment and biodiversity.

The venue for this year’s event will be a dome specially erected in the plaza in front of Yurakucho ITOCiA, where the public will be able to deepen their understanding of the wonders of the forest and trees as they use all five senses to enjoy photographs, quizzes, and 3D video. Sumitomo Forestry hopes the event will motivate everyone to think more about what they can do to protect and sustain our diverse forests and pass them on to future generations. Also at the event, a light show of captivating forest imagery will fill the inside of the dome around sunset.

2011 is the International Year of Forests year to recognize the importance of forests and forestry in Japan and around the world. An opening ceremony co-hosted by Sumitomo Forestry, the Forestry Agency, and the National Land Afforestation Promotion Organization will be held before the special gallery event to broaden the public’s understanding of the International Year of Forests. Among those attending will be special guest Mitsuyo Kusano, a representative of the Ministry of Agriculture, Forestry and Fisheries of Japan; member of the International Year of Forests Japanese National Committee; and freelance announcer.

* International Year of Forests

The United Nations has declared 2011 as the International Year of Forests to raise awareness on sustainable

management, conservation, and sustainable development of the Earth's forests. The Ministry of Agriculture, Forestry and Fisheries of Japan has chosen Japan's theme for the year: "Walk in the Forest." This title is a manifestation of the hope that the International Year of Forests will become a leaping-off point for Japan's citizens to learn more about forests and assimilate forests and wood materials into their daily lives. Various activities in tune with this theme are set to unfold through the year.

Event Summary

- Name: "Sustainable Forest Gallery 2011—Kikorin's Forest"
- Period: 11:00 a.m.–8:00 p.m. on January 15 (Sat.)–16 (Sun.), 2011
- Venue: Plaza in front of Yurakucho ITOCiA, Chiyoda-ku, Tokyo
- Theme and features: Presentation on the importance of forests, the value of trees as a renewable resource, and Sumitomo Forestry's sustainable business activities
 - Fun-filled instruction interspersed with quizzes on the role of forests in protecting the environment and combating global warming
 - Presentation of information on environmental symbiosis and the value of forests, trees, and wooden houses using the iPad
 - Explanation of environmentally friendly homes built by Sumitomo Forestry using the latest technologies, and an exhibit of timber materials grown in Japan
 - 3D video screening on the wonders of the forest and businesses of the Sumitomo Forestry Group
 - Panel presentation on activities conducted by the Forestry Agency and the National Land Afforestation Promotion Organization for the International Year of Forests
 - Panel presentation on activities made possible with support from Chiyoda ward in Tokyo