

February 1, 2011

Sumitomo Forestry Co., Ltd.

**Sumitomo Forestry Wins First Prize in Green Reporting Awards  
Sponsored by Toyo Keizai and the Green Reporting Forum**

—*Environmental and Social Report 2010*—

Sumitomo Forestry Co., Ltd. (Head Office: 3-2 Otemachi 1-chome, Chiyoda-ku, Tokyo; President and Representative Director: Akira Ichikawa) was awarded, for the first time in its history, First Prize in the environmental reporting category of the 14th Green Reporting Awards and Sustainability Reporting Awards, cosponsored by Toyo Keizai Inc. and the Green Reporting Forum, for its report, *Environmental and Social Report 2010*.

Sumitomo Forestry's *Environmental and Social Report 2010* was applauded for its multifaceted reporting approach, which includes its practice of the PDCA cycle (Plan, Do, Check, Act) for the sustainable use of timber resources and other key objectives outlined in its Medium-Term Environmental Management Plan, the expansion of reported content to include overseas operations, and the setting of performance targets for separate business units. It was also recognized for its exhaustive and detailed Web-based reporting of performance figures for biodiversity preservation and other initiatives.

Toyo Keizai and the Green Reporting Forum jointly launched the Green Reporting Awards and Sustainability Reporting Awards in 1998 to raise the quantity and quality of environmental reporting in Japan. Applicants this year totaled 384 companies.

In fiscal year 2007, the Sumitomo Forestry Group communicated with its stakeholders and identified "Four Material Issues" to prioritize in its business activities. Since then it has continued to pursue these major goals to help society in its shift to become sustainable. As it continues to practice the PDCA cycle, the Sumitomo Forestry Group will partner with local communities and take a global perspective in tackling key environmental issues, including environmental protection and the development of a recycling-oriented society, while also promoting transparency in its provision of information.

\* The Four Material Issues of Sumitomo Forestry

Providing timber products and materials from sustainable forests

Providing environmentally friendly homes

Promoting global warming countermeasures through our business

Promoting family-centered employee lifestyles

URL of Sumitomo Forestry's *Environmental and Social Report 2010*:

<http://sfc.jp/english/information/kankyo/2010/>