

April 20, 2011

Sumitomo Forestry Co., Ltd.

Global Campaign Concerned about Biodiversity
Participating in the UN's Green Wave 2011 Appeal
Giving away Tree Saplings at Sumitomo Forestry Model Homes across Japan

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo) announces that it is participating in the Green Wave 2011, in which Japan's Ministry of the Environment, the Ministry of Agriculture, Forestry and Fisheries and the Ministry of Land, Infrastructure, Transport and Tourism promote activities such as tree planting by businesses and groups in response to calls by the United Nations Secretariat of the Convention on Biological Diversity.

Sumitomo Forestry is reaching out to exhibition visitors to participate in the Green Wave 2011 by distributing tree saplings at Sumitomo Forestry model homes nationwide during the series of Japanese national holidays in early May known as Golden Week. The saplings are varieties native to Japan, and Sumitomo Forestry is providing an opportunity for people to grown them and thereby come into close contact with trees, experience nature, and consider the importance of biodiversity and environmental protection of forests. This year, which is the International Year of Forests, Sumitomo Forestry is promoting measures to enhance interest in trees, as a way to deepen understanding of the important role that forests play in our lives.

Sumitomo Forestry Landscaping Co., Ltd. (President: Yasuyuki Yamamoto; Head Office: Nakano-ku, Tokyo; a wholly-owned subsidiary of Sumitomo Forestry)—which is involved in urban greening and the management of housing exteriors, garden landscaping, and garden vegetation for detached homes—participated in Green Wave last year, making this the second year that the Sumitomo Group has participated in the initiative

■ **Summary of Participation in Green Wave 2011**

- Details: Distributing saplings native to Japan (some 9,000 trees) at 287 Sumitomo Forestry model homes across Japan
- Campaign duration: Coincides with the *Hana to Midori* campaign, running from April 23 to May 5, 2011
- Tree varieties: *Benthamidia japonica*, Japanese maple, storax