

June 30, 2011

Sumitomo Forestry Co., Ltd.

Sumitomo Forestry to Launch *Cheer Up Japan! Support Tohoku! Project*

Will Use Tohoku-Made Materials in *Sumitomo Forestry Home* Houses to Stimulate Recovery

Will Also Hire Up to 60 New Employees in Sumitomo Forestry Group

Sumitomo Forestry Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; President and Representative Director: Akira Ichikawa) has decided to launch the *Cheer Up Japan! Support Tohoku! Project*, an initiative to help Japan's Tohoku (northeast) region rebuild from widespread devastation following the Great East Japan Earthquake.

The aim of the project is to help restore the Tohoku region by stimulating the forestry industry and other economic activities. Drawing on its wood and building materials procurement network, Sumitomo Forestry will host two marketing campaigns for a limited number of houses: the *Support Tohoku Campaign*, which will use posts and beams made in any of Tohoku's six prefectures for all principal structural members, and the *Tohoku Upgrade Campaign*, which will use higher-quality interior materials from Tohoku. To boost employment in Tohoku, the Sumitomo Forestry Group also plans to hire as many as 60 new employees.

■ Overview of the *Cheer Up Japan! Support Tohoku! Project*

1. Active use of Tohoku-made materials in *Sumitomo Forestry Home* houses

(1) *Support Tohoku Campaign*

Product features:	All principal structural members are made from materials produced in the Tohoku region
Construction:	Multi-Balance Construction Method (single- and two-story homes)
Service area:	East Japan (not including Hokkaido)
Launch:	July 1, 2011
Price:	Follows price listing for individual products in the <i>MyForest</i> (GS) and other produce lineups
Effective:	Construction starts on or before March 31, 2012
Limit:	300 houses



Japanese Larch laminated



Japanese Larch plywood

(2) Tohoku Upgrade Campaign

Upgradable interior components:	Tohoku-made materials (chestnut, konara oak, Japanese zelkova, Japanese hill cherry, Japanese walnut), Akita cedar wood tiles, pillars (OP), alcove posts (OP)
Applicable products:	All <i>Sumitomo Forestry Home</i> houses
Sales area:	Nationwide (not including Okinawa)
Sales period:	July 1–September 30, 2011
Effective:	Construction starts on or before March 31, 2012
Limit:	100 houses



Tohoku-made chestnut wood floor



Tohoku-made Japanese zelkova

2. Stimulating Employment

Even while reconstruction demand for new houses and housing repairs is growing in the Tohoku region, the Sumitomo Forestry Group is facing a shortage of workers. Meanwhile, in the three disaster-stricken prefectures of Iwate, Miyagi, and Fukushima, there are now as many as 44,799 active job seekers who were affected by the disaster either because they lost work to the disaster or have started looking for work since the disaster (as of June 19; from data released by the Ministry of Health, Labour and Welfare).

To help stimulate employment and reconstruction in the Tohoku region, the Sumitomo Forestry Group plans to set a special disaster region quota for new graduate hires in 2012 and also add as many as around 60 jobs in its new housing construction, renovation, and greening businesses primarily for people in engineering fields who have not been hired since graduation.