

October 23, 2014

For Immediate Release

Sumitomo Forestry Co., Ltd.

Strengthening proposals for the *GRAND LIFE Series* brand of single-story homes**Launch of *GRAND LIFE Stage*, and New Proposals
for *GRAND LIFE + Pluskip***

Proposals for ideal single-story living to fit the lifestyles of residents

Sumitomo Forestry Co., Ltd. announced today that it had launched its single-story housing product *GRAND LIFE Stage*, which allows customers to easily extend or alter their homes to suit changes in their recently diversifying lifestyles, and that, on October 23, it had added new proposals for *GRAND LIFE + Pluskip* in its *GRAND LIFE Series* brand of single-story homes, based on the concept of creating a little extra living space by making good use of the vertical space under the roof while preserving the sense of spaciousness of a one-story house.

■ Product Overview

GRAND LIFE Stage is a new single-story housing product that achieves ideal extensions and alterations according to the life stages of the people living in the home, such as when children are born or get jobs, or the two-family home after retirement. In order to cope flexibly with lifestyles that change according to major turning points in life, structural calculations are performed in advance assuming a multilayered building.

In addition to high earthquake-resistance, high fire-resistance, high durability and other basic housing properties that Sumitomo Forestry has provided thus far, this new product achieves low-cost and rational home building, namely “spending just enough as required” to suit the stage of the life, while taking full advantage of the flexible design capabilities possible only with wooden homes. When the customer needs an extension or alteration in the future, Sumitomo Forestry Group companies, such as Sumitomo Forestry Home Tech Co., Ltd. (President: Kunihiko Takagiri; Head Office: Chiyoda-ku, Tokyo, wholly-owned subsidiary of Sumitomo Forestry Co., Ltd.), a company specializing in renovation work, unit together to address the customer’s housing needs.

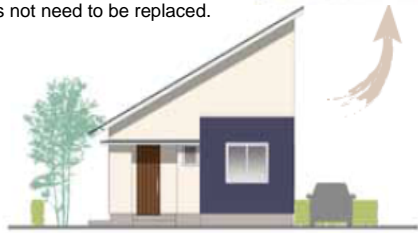
GRAND LIFE + Pluskip is a new proposal unique to Sumitomo Forestry, added as a variation to its current lineup of single-story proposals. By making good use of the vertical space under the roof while preserving the sense of spaciousness of a one-story house, the proposals create a little extra living space, allowing customers to achieve a refreshed ideal life suited to their lifestyle, such as ensuring a hobby room or a multipurpose guest room for families that have lots of visitors.

1. Overview of *GRAND LIFE Stage* specifications

Launch date October 23, 2014
 Sales area Nationwide (Excluding Okinawa Prefecture and certain areas)
 Structure Multi-Balance Construction Method
 First year sales target 300 houses

*** Example of building a new attic under a mono-pitched roof**

Method of maintaining a large attic area in a single-story home, and renovating this area in the future to establish a second-floor living space. In this case, the roof does not need to be replaced.



| When building a new single-story home |



| After adding a second story |

■ **Features of GRAND LIFE Stage product**

Based on the concept of a “single-story house with provisions for the future,” GRAND LIFE Stage is a product that brings to fruition a new proposal for lifestyles attuned to the life stages of a wide range of customers, from the young generation to the elderly. By taking advantage of the flexible design capabilities possible only with wooden homes, the product can accommodate extensions to a full or partial two-story house, as well as alterations that utilize the attic space.

In addition to alleviating the initial investment burden by keeping initial construction costs of a single-story house low, when using a home loan or other such instrument, the product also allows for smart repayments attuned to a life plan (Figure 1). Furthermore, by installing a solar power generation system when building a new house, revenue from selling the generated electricity can also be earned (Figure 2). Earmarking the revenue from selling electricity for future extension and alteration costs allows for a rational and reasonable construction plan. Furthermore, GRAND LIFE Stage, which anticipates extensions and alterations in advance, includes specifications at the time the new house is built corresponding to Excellent Long-term Housing and a 30-year warranty system, and if the extension and alteration work is carried out by Sumitomo Forestry Home Tech, then it is possible to get an extended warranty up to a maximum of 30 years from the time the new house is built.

Figure 1:

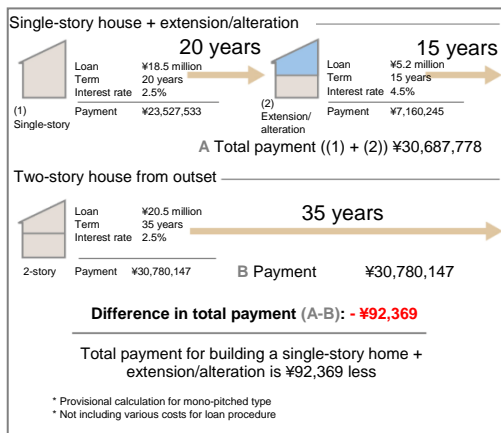
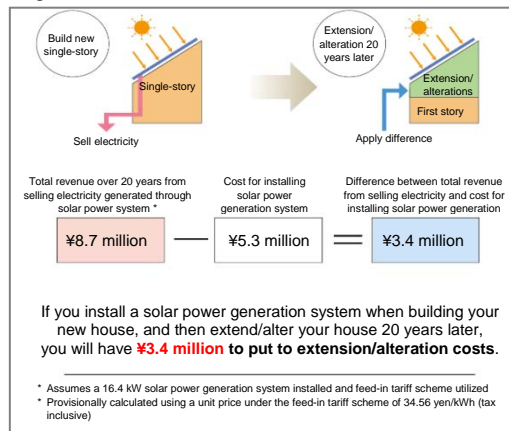


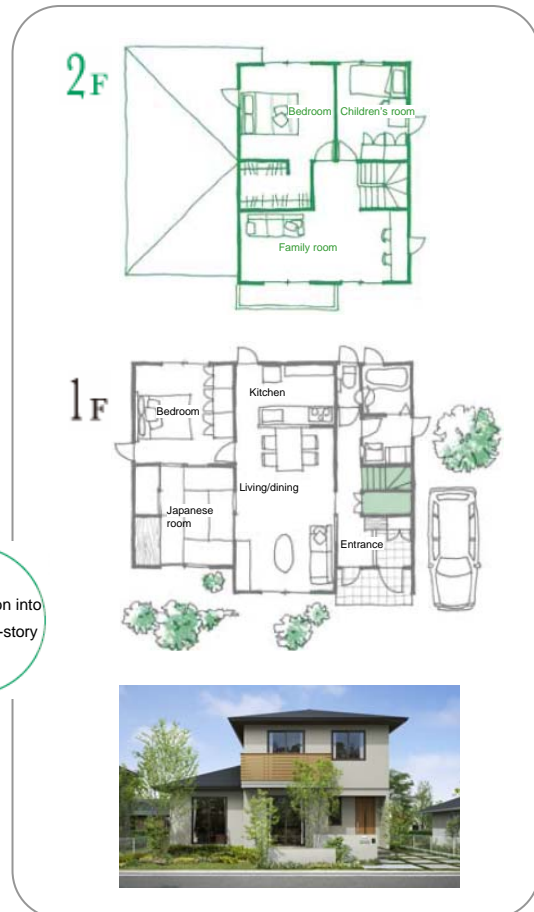
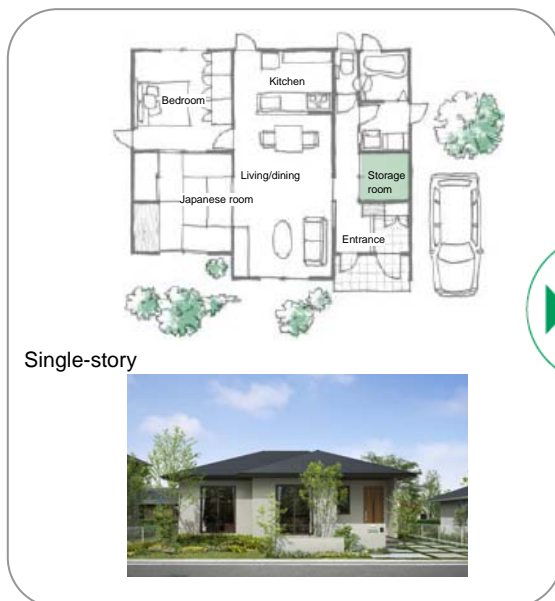
Figure 2:



■ **Reference plan for GRAND LIFE Stage**

Case where parents initially live by themselves in single-story house, and then together with daughter and her family in the future

Initially, select a room layout where residents can fully appreciate the easy living and sense of freedom offered by a single-story house. The simple lines of movement only possible in a single-story home facilitate housework and make it fun. After the extension/alteration, wet areas such as the kitchen, bathroom, and toilet are shared with the parents on the ground level, while a living space has been secured on the upstairs level exclusively for the daughter's family.



2. Overview and features of *GRAND LIFE + Pluskip* proposals

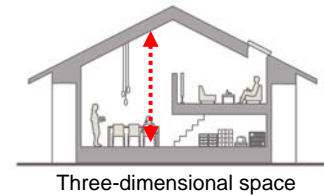
Sumitomo Forestry proposes *GRAND LIFE + Pluskip*, based on the concept of creating a little extra living space by making good use of the vertical space under the roof while preserving the sense of spaciousness of a one-story house. The proposals allow customers to achieve a refreshed, ideal life by effectively using the space of single-story homes.

Pluskip is a way of generating extra vertical space in a home by utilizing stepped floor levels. A merit of this method is its ability to create smart spaces attuned to the customer's lifestyle, such as underfloor storage or a garage that makes the most of the difference in floor levels.

Feature 1: Three-dimensional visual effect

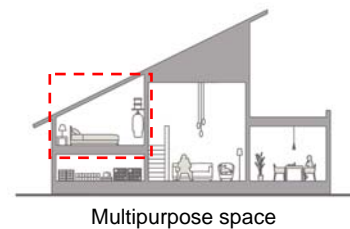
An interior that stretches vertically presents a space that is three-dimensionally expansive.

Also, since the difference in levels properly controls line of sight, the space can also be used as a reading area or study for doing some quiet work.



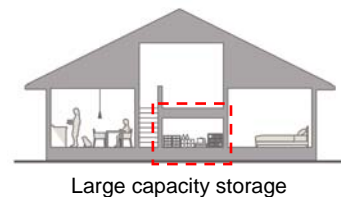
Feature 2: Multipurpose space

The raised area can be put to various uses, such as a family space or living area for the family to relax, a hobby room or a bedroom. It is also possible for families that have lots of visitors to use it as a multipurpose guest room.



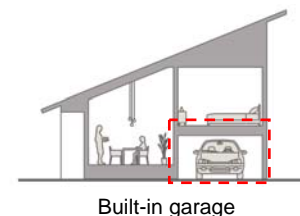
Feature 3: Large capacity storage

Incorporating the *Pluskip* idea (generating extra space by utilizing stepped floor levels) into a single-story home creates plenty of storage space for hobby items, seasonal equipment and sentimental items that cannot be thrown away, while leaving the living space unaffected.

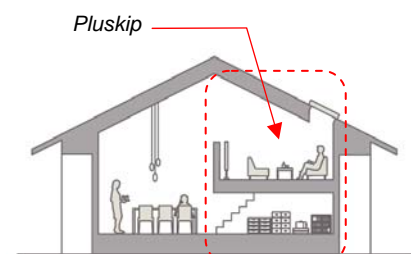
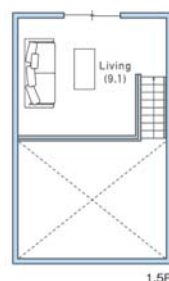
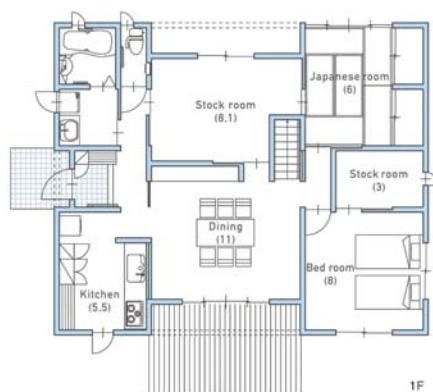


Feature 4: Built-in garage for keeping the family car safe

Using the lower *Pluskip* level as a garage creates a space for keeping cherished cars and motorbikes safe, while leaving the living space unaffected. On rainy days, it is also possible for residents to get in and out of the car without getting wet.



■ Reference plan for *GRAND LIFE + Pluskip*



About Sumitomo Forestry

Founded in 1691, Sumitomo Forestry Co., Ltd. and its Group companies have broadened business activities focused on wood. Based on its corporate philosophy—“utilize timber as a renewable, healthy and environmentally friendly natural resource, and contributes to a prosperous society through all types of housing-related services”—and with its approximately 250,000 hectares of owned and managed forest, the global network that spans more than 20 countries and expertise and technology in housing-related businesses, Sumitomo Forestry Group is developing the Forestry and Environment Business, the Timber and Building Materials Business, the Housing Business, the Overseas Business, the Lifestyle Service Business and other businesses both in Japan and abroad. Adding such businesses as wooden biomass power generation and Timber Solution, it will continue to pursue the potential of timber.

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