



For Immediate Release

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SATO Acquires Argox Information Co., Ltd.

Tokyo, Japan, 16 December 2011 – SATO, a leader in barcode printing, labelling, and EPC/RFID solutions, announced today its acquisition of Argox Information Co., Ltd., a major manufacturer of barcode printers, barcode scanners, and portable terminals.

Founded in 1996, Argox became one of the world's leading manufacturers of low cost and entry level thermal printers that fulfill the application demands of emerging and industrial markets for cost effective, reliable products. Argox has previously focused on markets in China, Brazil, Turkey. Today, it is tracking to become a main provider of auto-ID solutions in countries such as India, Russia and South Africa.

“SATO adopted a holding company structure on 3 October this year and as a result, realised many benefits which include advancements in technology innovations, growth potential in making investments into new and growing businesses,” stated Kazuo Matsuyama, President & CEO of SATO Holdings Corporation. “The acquisition of Argox exemplifies our mission and compliments the business models of both Argox and SATO alike.”

“SATO will continue to escalate its expansion of business into emerging markets which includes the strengthening of a label production facility for printer consumables in Poland, and to complete simultaneous acquisitions of label production companies in China, Argentina, and Brazil. We believe we will be able to fully enjoy the strategic relationships between those investments in addition to this important Argox acquisition.”

To ensure the continuity of business, Argox will continue its operations as an independent entity, reporting to SATO Holdings Corporation. Going forward, SATO and Argox will leverage strategic benefits from each other such as cooperative relationships in product development and reduction in developmental costs. The current management of Argox will remain in place and as mentioned, both companies will operate independently with a “strategically complimentary relationship” to ensure that both companies take full advantage of each of their strengths.



About SATO

SATO is a pioneer and leading global provider of integrated Automatic Identification and Data Collection (AIDC) solutions that leverage barcode and RFID technologies. SATO manufactures innovative and reliable auto-identification systems and offers complete solutions to businesses by integrating hardware, software, media supplies and maintenance services. Customers rely on SATO for accuracy, savings on labour and resources and also in their green efforts.

Founded in 1940, SATO is publicly listed on the first section of Tokyo Stock Exchange in Japan. It has sales and support offices in over 20 countries and is represented globally (over 90 countries) through a global network of partners. For the fiscal year ended 31 March 2011, it reported revenues of JPY 78,368 million (US\$ 914 million). More information about SATO can be found at www.sato.co.jp/english.

* Conversion is based on an average exchange rate of 1 US Dollar = 85.73 Japanese Yen.
For more information on SATO's global presence, please visit www.satoworldwide.com.

About Argox

The major product lines of Argox include thermal transfer and direct thermal label printers, barcode scanners, and portable data terminals. Focusing on mid- and entry-level barcode solutions, Argox products are sold in more than 60 countries over the world, with significant market share in Brazil, Turkey, China and more.

For more information, please visit: www.argox.com

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