



For Immediate Release

SATO Introduces New Country Director for South Asia

13 March 2012, New Delhi India – SATO, a leader in barcode printing, labelling and EPC/RFID solutions announced today the appointment of Thanuj Madanakesari as the Country Director for its South Asia operations. The new position with coverage of India, Sri Lanka and Bangladesh, is based out of Gurgaon, India and plays a vital role in SATO's plans to better support its growing customer and partner base in the region.

Since joining SATO in December 2011, Thanuj has been responsible for establishing key aspects of the company's operations. Thanuj has 20 years of experience in sales and business development in the Asia Pacific region. Prior to joining SATO, Thanuj worked in several multinational companies which included IBM, USA where a key accomplishment include winning the Advanced Automation System contract from FAA.

He also held various senior positions in Goldstone Technologies and Xenia Technologies. Apart from a proven track record in winning key contracts, Thanuj has played instrumental roles in change management in his previous employment - transforming companies from a training driven organization to a full-fledged services one to better serve market needs.

"In the current evolving AIDC (Automatic Identification and Data Capture) landscape in South Asia, we are delighted to have Thanuj on board with SATO. With his vast experience in sales and management, we believe he will be a valuable asset to the organization, our customers and to the industry," commented Lim Yee, Managing Director for SATO International Asia Pacific.

About SATO

SATO is a pioneer and leading global provider of integrated Automatic Identification



and Data Collection solutions that leverage barcode and RFID technologies. SATO manufactures innovative, 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, labor and resource savings helping to preserve the environment.

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 through a world-class network of partners. For the fiscal year ended March 31, 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 about SATO and its group of companies, visit www.satoworldwide.com.

For enquiries and requests for interviews, please contact:

Fionna Wee

Asia Pacific Marketing

SATO International Asia Pacific

fionna.wee@satoasiapacific.com

DID: +65 6370 8446

Mobile: +65 96824288