



For Immediate Release

SATO Sets up office in India

Appoints Country Director for South Asia to strengthen operations in the region

21 March 2012, New Delhi India – SATO, a leader in barcode printing, labelling and EPC/RFID solutions, today announced opening of its full-fledged office in Gurgaon, India. SATO has already been operating and offering products in the market from the last 20 years through strategic partners. The purpose of setting up office is to provide better service to customers and support SATO's market position in the country.

To reinforce SATO's commitment to the India market and to further strengthen its base here, SATO has also appointed a senior person for its South Asia operations.

Mr. Kaz Matsuyama, President and CEO of SATO Holdings Corporation, said, "The Indian market is going through remarkable change and modernisation, especially relating to technology. Therefore, India has emerged as a significant market for us. Considering the potential the country has, we have decided to setup our own office here. This strategic move will enable us to provide better services to our clients and at the same time be bullish on our growth roadmap in the country."

Thanuj Madanakesari, Country Director for South Asia, SATO India, added, "This move will enable us to provide more value to our customers in India. We are well-placed with our expertise to work with our customers and partners and will continue to bring market-oriented solutions to a broader audience in India."

On top of its current line of solutions already available in the market, SATO has plans to introduce more innovative and market-relevant solutions in the near-term. This will ensure that customers will have access to a vast and balanced portfolio of solutions.



In January this year, SATO announced the launch of the ECONANO series of labels. This is a pioneering technology which in essence, absorbs and reduces the amount of CO2 released into the atmosphere when the labels are burnt. This continues the company's commitment to environmental conservation and SATO's stand in continuously contributing to society.

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.

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