



Start of a new sales company in Russia

Tamron Co., Ltd. (Morio Ono, President & CEO) announced today that it would establish a new wholly owned subsidiary in Russia for sales and marketing.

1. Objective

Russia, being one of the major markets in the world that has posted significant growths in recent years, has been served by a local distributor. In 2009, Tamron established a representative office in Moscow to collect market information, through research activities while strengthening collaboration with the distributor.

To take it to the next phase, Tamron has decided to establish a sales company aimed at implementing a full-fledged business development as further expansion of SLR camera and security surveillance camera markets are anticipated.

By making the move, Tamron aims to expand sales by enhancing brand recognition with strategic marketing and customer relations by delivering better service. At the initial stage, interchangeable lenses for SLR cameras will be the primary focus, followed by expansion to security surveillance camera lenses, etc. Sales in Belarus and Kazakhstan, allied by the free trade agreement with Russia, would be planned as well.

2. Specifics of the plan

(1) Company name	Tamron (Russia) LLC.
(2) Address	Unikon Business Center 5F No.9 Plekhanova Street 4, Moscow, 111141, Russian Federation
(3) Representative	Dmitry Ivutin, President
(4) Principal Business	Import, sales and service of optical products
(5) Capital	34 Million Russian Ruble
(6) Investment Ratio	100% by Tamron Co., Ltd.
(7) Date of establishment	March 26, 2012
(8) Employees	Approximately 10 initially
(9) Start of Operation	May, 2012 (Planned)

3. Effect on the fiscal term ending December 31, 2012

There is no significant effect on the financial positions for the current year ending December 31, 2012.