

## Sumitomo Electric Reorganizes its Oversea Sales Subsidiaries of Optical and Electronic Devices Businesses

Sumitomo Electric Industries, Ltd. (hereinafter Sumitomo Electric) decided to reorganize its sales subsidiaries of optical and electronic devices businesses.

Details of the reorganization are as follows.

### 1. Purpose of the reorganization

On April 1, 2009, Sumitomo Electric made Eudyna Devices Inc. (hereinafter Eudyna) its wholly owned subsidiary to strengthen the foundations of optical and electronic devices businesses and develop it much further. Moreover, in order to pursue early realization of the synergistic effects of the acquisition, Sumitomo Electric will succeed Eudyna's sales and marketing, strategic planning, as well as research and development of the entire optical and electronic device businesses, while Eudyna will assume product development, manufacturing, sales engineering, quality assurance and purchasing (Japan domestic procurement only) activities from Sumitomo Electric by way of an the absorption-type corporate split effective as of August 1, 2009. At the same time, Eudyna will change its corporate name to "Sumitomo Electric Device Innovations, Inc."

In a final phase of a string of organizational restructuring, Sumitomo Electric will reorganize its sales subsidiaries of the businesses to attain greater customer satisfaction and bigger market share making the most of its worldwide sales network.

### 2. Overview of the reorganization

#### (a) North America

As previously informed in the press release of June 25, 2009, Excelight Communications, Inc., our oversea sales base of optical and electronic devices, will merge with Eudyna Devices USA, Inc. (Eudyna's sales subsidiary in North America) and change its corporate name to "Sumitomo Electric Device Innovations U.S.A., Inc." on August 1, 2009.

#### (b) Europe

Sumitomo Electric Europe Ltd., Sumitomo Electric's sales base in Europe, will succeed the business right from Eudyna Devices International s.r.l (Eudyna's sales subsidiary in Italy) and integrate the business with Eudyna Devices Europe Ltd. (Eudyna's sales subsidiary in UK) on October 1, 2009.

#### (c) Asia

Sumitomo Electric Asia Ltd., Sumitomo Electric's sales base in Asia, will integrate the assets and the business with Eudyna Devices ASIA PTE Ltd. (Eudyna's sales subsidiary in Singapore) on October 1, 2009.

A series of reorganizations will merge technologies of both two companies, Sumitomo Electric and Eudyna, and strengthen their capabilities to meet more sophisticated customer needs accelerating launch of new technologies and products. Sumitomo Electric aims at the world top share in the optical and electronic devices businesses promoting global marketing activities under the Sumitomo Electric brand name.

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