

# Press release

June 23, 2011

Company Name: Eiken Chemical Co., Ltd.  
Representative: Tetsuya Teramoto, President and CEO,  
Securities code: 4549 (TSE 1st Section)

## **Announcement Regarding the Establishment of our Company's Office in Europe**

With a view to speed up our communication with our distributors and customers in the European countries, our company's office in Europe is to be established on June, 27 in Amsterdam (Netherlands).

According to "EIKEN ROAD MAP 2009", which is the new managerial vision our company formulated in March, 2009, our grand vision is "to realize the global corporation 'EIKEN'". Therefore, we are expanding the sales of fecal occult blood diagnostic reagents and analyzers, as well as products related to genetic screening (LAMP method) among the Western countries as well as the newly-rising nations.

There has been a thorough revision of the guideline for screening for colorectal cancer issued by the European Council in 2010, whereby an automated method of immunological fecal occult blood test was recommended, and it is thus expected that there shall be a surge in demand for our products in Europe.

We regard the European Office as the future base of operations of the EIKEN Group for the whole of Europe, which will function to support and satisfy the needs of distributors and users in all of the European countries, striving to promote EIKEN brand's presence in the market and generally accelerate its progress in Europe.

### Europe Office Details

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