

ZEON Opens Subsidiary in South Korea -- "ZEON KOREA"

February 21, 2011

ZEON CORPORATION (President & CEO: Naozumi Furukawa) announces that it has established a 100% owned subsidiary, ZEON KOREA CO., LTD., located in Seoul, South Korea since February 1st, 2011.

Korea is an important growth market for ZEON, and ZEON KOREA will be responsible for all ZEON's business within South Korea as a regional headquarters, inclusive of providing quick response and detailed support to the Korean market.

The initial focus of ZEON KOREA will be taking care of optical film used in flat-panel display applications. In the future, ZEON KOREA will also coordinate the other ZEON product lines and will further expand the business.

In support of ZEON KOREA's activities, ZEON will utilize the services of ZESHIN Inc, a joint venture of ZEON CORPORATION and Shinhwa Int'l Inc. formed in 1997. Both ZEON KOREA and ZESHIN will promote ZEON's products within South Korea. Besides other local agents doing business with ZEON will be sincerely considered for future ideal situation.

1. Corporate Profile

- (1) Company name: ZEON KOREA CO., LTD.
- (2) Location: No. 403, 4Fl., City Air Tower 159-9
Samseong-dong Gangnam-gu Seoul, 135-973, Korea
- (3) Capital: WON 900,000,000
- (4) Investment ratio: ZEON CORPORATION 100%
- (5) Operation startup: Scheduled to begin April 1st, 2011

For further information

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