



For Immediate Release

## **SATO Changing to a Pure Holding Company Structure**

**Tokyo, Japan – July 27, 2011** – SATO, a leader in barcode printing, labeling, and RFID solutions, announced today that SATO Corporation will change to a pure holding company structure effective October 3, 2011. As a result of the newly formed holding company, SATO Holdings Corporation, six new subsidiary companies will be established as follows:

- SATO Corporation
- SATO Communications Co., Ltd.
- SATO Printing Co., Ltd.
- SATO Techno Lab Co., Ltd.
- SATO Mechatronics Co., Ltd.
- SATO Quality Assurance Co., Ltd.

The new parent company, SATO Holdings Corporation, will oversee these new subsidiaries as well as the following existing subsidiaries: SATO System Support Co. Ltd., In/Out Co., Ltd., Sankyo Printing Co., Ltd., SATO Printing Technology Center Co., Ltd., SATO Logistics Co., Ltd., SATO Intellectual Property Institute Co., Ltd., SATO Operations Support Co., Ltd., SATO Business Service Co., Ltd., and SATO Material Co., Ltd.

The restructuring decision was approved by members of the Board and shareholders at meetings held on April 27, 2011 and June 24, 2011.

This decision enables SATO Holdings Corporation to delegate greater power and responsibility to its sales, production, and management groups and empowers them to assign capable employees to appropriate positions of responsibility. The structural corporate change also allows each subsidiary the flexibility to assign management resources in a swift and decisive way to respond to changing market conditions and profitable opportunities.

### **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 Corporation can be found at [www.sato.co.jp/english](http://www.sato.co.jp/english).

\* Conversion is based on an average exchange rate of 1 US Dollar = 85.73 Japanese Yen.

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