



For Immediate Release

SATO Announces New President & CEO

Tokyo, Japan – August 30, 2011 – SATO, a leader in barcode printing, labeling, and EPC/RFID solutions, announced the appointment of Mr. Kazuo Matsuyama as President and Chief Executive Officer of SATO effective October 3, 2011.

In keeping with the previously announced corporate restructure to a pure holding company effective October 3, 2011 and the company's global mission to enable management to swiftly and decisively recognize changing market conditions while proactively pursuing profitable opportunities that result in significant growth, the Board of Directors has recognized that Mr. Matsuyama's global vision for expansion, his international sales and marketing experience, and most importantly, his demonstrated strength of character and leadership qualities will enable SATO to move forward and expand its impact as well as increase shareholder value.

"We welcome these important changes and fully support Mr. Matsuyama as our new President & CEO," stated Mr. Koichi Nishida, who will step down from the current position of President & CEO and will assume the new role of Chairman. "In these complex times, Mr. Matsuyama's dedication, vast international business experience, and vision for global expansion and corporate growth are essential qualities to reach our corporate goals."

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 or www.satoworldwide.com

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