March 26th, 2014

To whom it may concern

General Administration Division
Corporate Development Group
Miyake Co., Ltd.

An announcement regarding the redesign of the corporate logo

Miyake, in business for 76 years, marks a milestone with the opening of our manufacturing plant in Thailand. We signify this major move in our business with a change in the company name from “ミヤケ (Miyake)”, used up until now, to a new corporate logo with “MIYAKE”, always evolving, as detailed below.

1. A new corporate logo

![Miyake Logo](image1.png)

2. A new corporate vision included therein

![Miyake Logo](image2.png)

As a bearing parts manufacturer that is proud of and fully committed to its product, the logo for MIYAKE contains the shape of a bearing in its design. We want to display our confidence as a domestic top-share company to the world as we look to expand our ventures overseas. With the Rising Sun set within the A of the MIYAKE logo, we proudly express our status as a quality Japanese maker. Also, we view ourselves as the “bridge” in the supply chain, symbolized by the arch-shape formed based on the bearing, for which we provide the supplies for manufacture.

![Miyake Logo](image3.png)

In addition, we have created the motif of “hearts and humanity” to express the importance of human resources and our connection to each other as we manufacture our products. We constructed the symbol of people joining hands, which, along with the two concepts of gratitude and pride, forms our basic corporate mindset. The richly-colored center portion expresses the overflowing aspiration and painstaking efforts we make, and the three-pointed heart signifies our preparations to always meet the new needs of the international market.