

NEWS RELEASE



AMADA CO., LTD.
Publicity & IR Department
URL: www.amada.co.jp
200 Ishida, Isehara-shi, Kanagawa,
259-1196, Japan

AMADA Launches New Company in North America for its Cutting and Machine Tool Business: AMADA Strengthens Engineering Business based on 2 Business Line System

In order to strengthen North America's cutting and machine tool industry, AMADA (under the guidance of its president, Mr. Mitsuo Okamoto) merged Amada Cutting Technologies (ACT of Los Angeles, CA) and Amada Wasino America (AWA of Chicago, IL) in January 2010 to establish a new sales specific company – **Amada Machine Tools America, Inc.**

AMADA has promoted its sales activities for years using both Amada America and ACT as its overseas affiliates based on America's West Coast. However, after the collapse of the information technology bubble in 2001, many IT related companies on the West Coast have shifted their bases to China and Mexico, in turn shifting demand for sheet metal in the Midwest to the East by 70%. AMADA, therefore, moved its base for the sheet metal and press industry to Chicago in October 2008. This was required in order for AMADA, as an all-around metal-working machinery maker, to develop more efficient business in North America's Eastern region, with Chicago being a center for some of the country's major industries, including automobile, semiconductor and aircraft makers.

In addition to its recently realigned sheet metal working machinery and press business in North America, AMADA has now reorganized its cutting and machine tool sales company. This was done to reinforce its strength in providing innovative engineered solutions and to further develop the branding of the AMADA name, based on the 2 business line system.

Headquartered in Chicago, where the core base for our sheet metal and press business in North America is located, the new company, through its corporate synergy, will promote manufacturing solutions as a member of the all around metal working machinery of AMADA. Mr. Toshinori Ichimura (current president of ACT and AWA) has been appointed president of the 40 employee division. Amada Machine Tool (of Isehara, Japan), the sales company for our cutting and machine tool business that was established in October 2009, will be responsible for sales and manufacturing in this business as well as for the general administration of its overseas affiliates.

NEWS RELEASE



AWA's technologies on turning and grinding machines, combined with ACT's core technologies on band saws and bimetal blades, will enable Amada Machine Tools America, Inc. to make a wide range of proposals on the cutting process. Establishment of this new company offers the highest quality solutions to customers by optimally taking advantage of management resources of the AMADA Group, and is aimed at enhancing its quality as an all around metal working machinery maker.

Please refer to the following for new contact information:

Amada Machine Tools America, Inc.

Headquarters
4070 Winnetka Avenue
Rolling Meadows, IL 60008
847-797-8700 - Telephone
847-797-5644 - Fax
www.amadamachinetools.com

Inquiry on all Products

847-797-8700 - Telephone
machines@amadamt.com

Band Saw Blades and Parts Order Desk

800-877-4729 - Telephone (Press 2 for Blades, Press 3 for Band Saw Parts)
800-995-4659 - Fax

Turning Machine and Grinding Machine Parts Order Desk

847-797-8700 - Telephone
847-797-5644 - Fax

Repair Services

847-797-8700 - Telephone