

The world largest ceramic tile exhibition 6th consecutive participation in "CERSAIE"

Once again visitors have given high praise to INAX ceramic tile

INAX participated in an international exhibition of ceramic tiles and household equipments "CERSAIE 2009" from September 30 to October 3, 2009 in Bologna, Italy. It was the 6th consecutive participation as a sole Japanese enterprise ever since 2004, and was busy all day and everyday by numerous visitors.



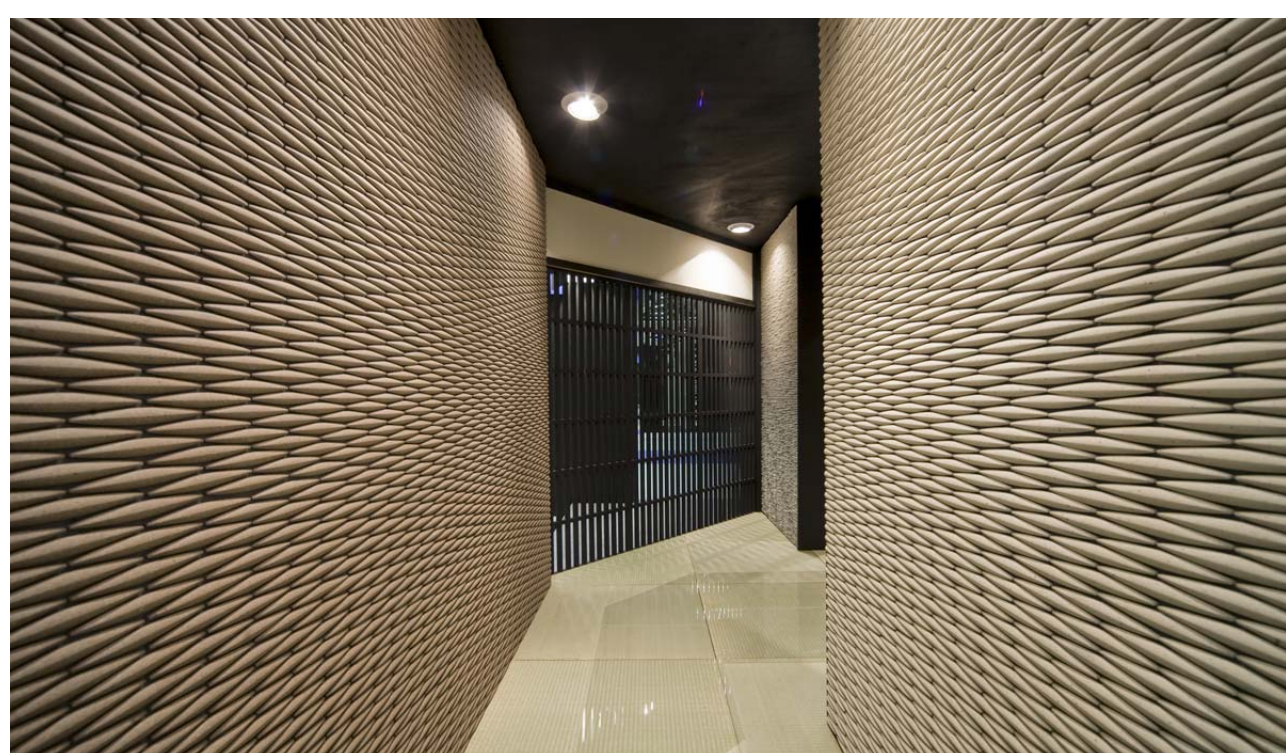
CERSAIE 2009, INAX Corporation Exhibition

CERSAIE took places 27th time this year as an international exhibition of ceramic tiles and household equipment, exhibitors are participating mainly from Europe and the globe for its 180,000m² exhibit space. The total exhibitors for the 2009 were 1,037 from 34 countries, and the total visitors are 83,137.

INAX held its exhibition theme as "JAPANESE TILE WORLD", and displayed around 30 products including new releases of the year. The stand generated an elegant yet cozy Japanese atmosphere by the collaboration of aesthetically pleasing shaded three dimensions tiles with Japanese traditional carpet "Tatami" and lattice door "Koushi", which made the visitors touching the surfaces irresistibly.

One of our special products from the line up which has an eccentric and bold design of holes and diagonal cut, "LASCAUX", was highly acclaimed and promoted to the cover of "Tile International" magazine Vol. 3 of 2009.

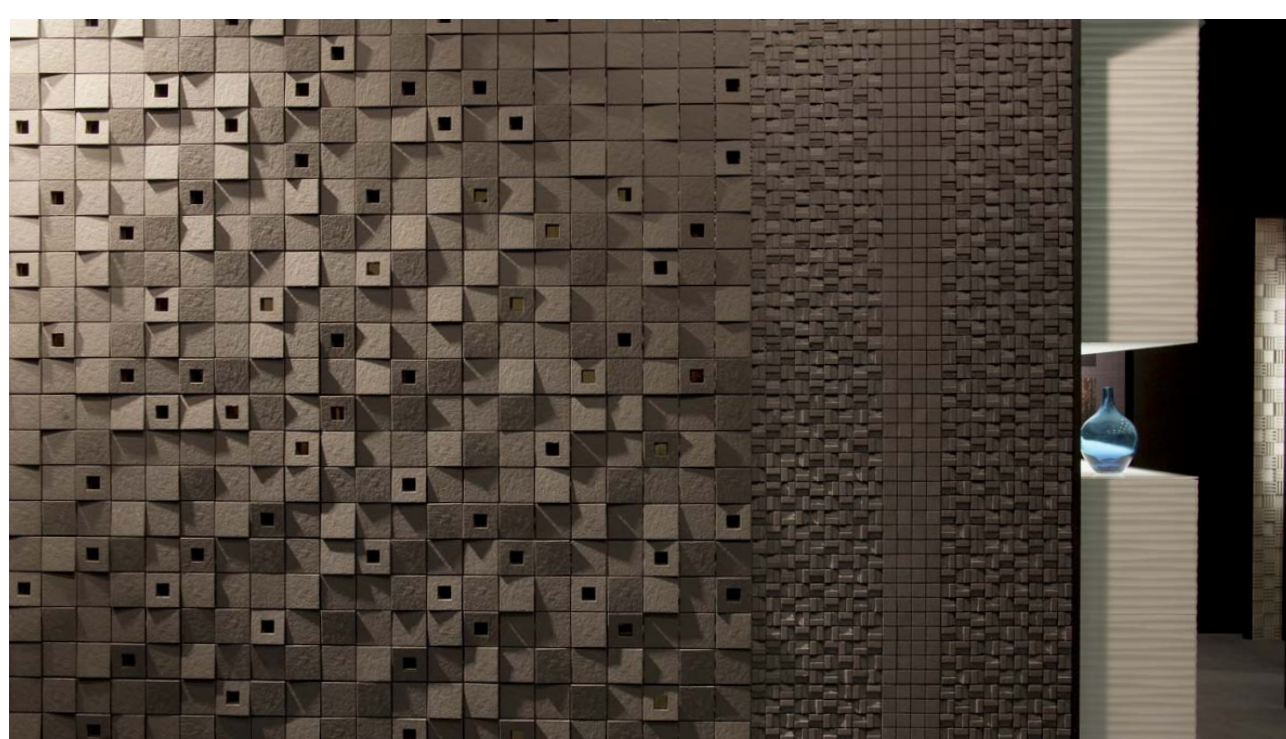
And an unforgettable product which features a capability of controlling humidity level and adsorbing odors including toxic substances such as VOC (Volatile Organic Compound) in the indoor environment, "ECO CARAT" made visitors impressed again this year.



ARENALFA and "Tatami" and "Koushi"



NEW AGATHOS RECT and SLITBEET



LASCAUX

The number of visitors to the stand who registered its record was approximately 1,600. INAX attracted strong attention from industry participants from Europe and rest of the world by its unprecedented existence of high quality and design in the exhibition which releases the world's most advanced design and trend. Hence INAX is keep exploring the sales network in order to expand in the global market.

[INAX Exhibition Outline]

<The Purpose>

1. Supporting the sales promotion of exclusive distributors in Italy, Spain, Netherland, and Bulgaria
2. Seeking sales network channel for other European countries
3. Verification for capability of new and upcoming products

<Stand Summary>

Exhibiting Space: Approximately 120m²

Exhibiting Products: Interior and Exterior Ceramic Tiles