



PRESS RELEASE

Visplay at Japan-Shop:

Tokyo International Exhibition Center "Tokyo Big Sight", East Hall 4, 5
3-21-1, Ariake, Koto-ku, Tokyo 135-0063, Japan

Japan Shop, Japan's biggest exhibition for shop fittings and fixtures was held from 3 – 6 March 2009. It was the 38th edition of this annual exhibition whose visitors included retailers, retail designers, shop fitters, architects and interior designers. The number of exhibition stands rose to over 700 this year and the number of visitors exceeded 150,000.

The latest products and services for retail environments on show at Japan Shop included all types of shop systems, lighting, accessories, displays, markings etc. for retail requirements.

Okamura, the exclusive Visplay dealer in Japan, was present with a 216 m² exhibition stand in Hall 4, stand no. JS4100. This was the first time that Visplay systems were presented at Japan Shop. The stand was designed in a similar manner to the Visplay exhibition stand at EuroShop in Düsseldorf, with double-sided wall panels which structured the stand into many different areas. The Okamura and Visplay logos appeared alternately on a curved LED strip which seemed to "float" above the exhibition stand.

The Visplay systems Area, Beam, Button, Invisible, MixMix, Mono, ToTop and Stripes were displayed along with the recently developed systems Grid 40, Turn and Icons flat. All the structures were fitted with merchandising items in order to present as realistic a sales display as possible.

Visitors to the exhibition stand took a spontaneous liking to Visplay systems and showed enthusiasm for the quality and functionality of the products. Okamura had collected a total of 1,150 contact reports from interested visitors by the end of the exhibition.

Visplay's successful participation in Japan Shop represents a major step towards brand awareness in Japan and the growing international character of the company.

For further information, please contact:

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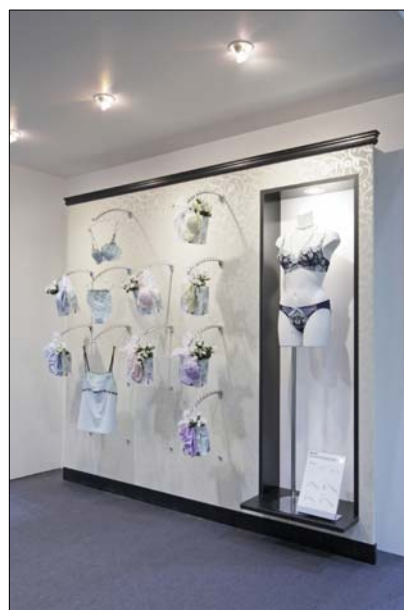
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