



For immediate release:

WASARA wins The 2010 GOOD DESIGN Award

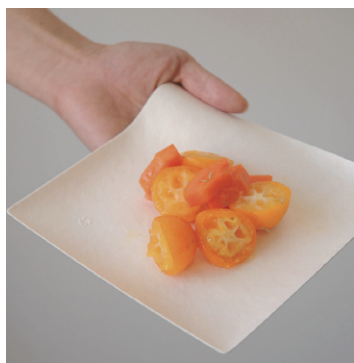


Tokyo – February, 2011 –WASARA Co., Ltd. (www.wasara.jp) is pleased to announce that it has won The 2010 GOOD DESIGN Award from The Chicago Athenaeum: Museum of Architecture & Design (www.chi-athenaeum.org).

Founded in Chicago in 1950 by the former MoMA curator Edgar Kaufmann, Jr., together with such pioneers in modern design as Charles and Ray Eames, Russel Wright, George Nelson, and Eero Saarinen, GOOD DESIGN honors the yearly achievements of the best industrial and graphic designers and world manufactures for their pursuit of extraordinary design excellence. Nearly six decades later, GOOD DESIGN remains the oldest and the world's most recognized program.

For the 2010 award, the Museum received a record number of entries from over 48 countries.

WASARA as well as all of the other winning products and graphics will be exhibited at The Chicago Athenaeum in "GOOD DESIGN Show 2011", June 13-15, 2011.



■ About WASARA

Since its launch in May 2008, WASARA has offered a new solution to paper tableware. Featuring the best in Japanese design, its products fit comfortably in the hand, with an elegant texture and sturdy quality that are unparalleled in the industry. WASARA is also an earth-conscious product. Made from tree-free renewable materials (reed, bamboo, bagasse-sugarcane waste), it is fully biodegradable and compostable.

■ Designed by Shinichiro Ogata

Ogata is known for his dedication to creating a contemporary vision of Japanese culture and its expression. His talents span various disciplines, from creating foods and restaurant management, as well as many areas of design: interior, products and graphic.

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