

March 9, 2016

We send out our heartfelt prayers to the victims of the Great East Japan Earthquake  
**Launch of "TASAKI Online Charity Project MAGOKORO JAPAN 2016"**

TASAKI (TASAKI & Co., Ltd.; Kobe Headquarter office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo Headquarter office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu TAJIMA) will launch the "TASAKI Online Charity Project MAGOKORO JAPAN 2016" from Friday, March 11<sup>th</sup>, 2016.

The "TASAKI Charity Project `MAGOKORO JAPAN'" aims to help the victims of the Great East Japan Earthquake. It began in 2011 and is now in its sixth year. Each year TASAKI has specially created jewellery showing multiple hearts nestled together, representing a strong feeling of love and connection, and donated all sales revenue to organizations that support victims of the Great East Japan Earthquake.

For the "TASAKI Online Charity Project `MAGOKORO JAPAN' 2016", a Mother-of-Pearl charm with pearl bracelet (¥18,000 tax excluded) will be available from Friday, March 11<sup>th</sup> at the TASAKI Online Shop (<http://tasaki-shop>). This bracelet features two hearts nestled together, expressing the love and kindness of a mother towards her child through the Mother-of-Pearl heart. From the two hearts, symbolizing parent and child, extending to the pearls, one of TASAKI's two key elements along with diamonds, this bracelet is full of gentleness.



"MAGOKORO JAPAN 2016 Bracelet

(¥18,000 tax excluded)

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In 2016, total revenue generated by the sale of this bracelet will be donated to the Cultural and Sports Support Organization for the Great East Japan Earthquake Orphans (3.11 Juku). The 3.11 Juku (<http://311juku.jp/>) organization provides continuing support to children affected by the Great East Japan Earthquake, by bringing together professional organizations from various fields to help the children to achieve their own hopes and dreams.



"TASAKI Charity Project  
`MAGOKORO JAPAN'" logo  
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Cultural and Sports Support  
Organization for the Great East Japan  
Earthquake Orphans (3.11 Juku) logo

TASAKI will continue to support the recovery of victims of the Great East Japan Earthquake through the "TASAKI Charity Project `MAGOKORO JAPAN'".

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