

—Asia’s largest exhibition disseminating the latest information for distribution/retail businesses and for the future of urban development—

Comprehensive Exhibition “Urban Development and Retail Renaissance 2009”

Tuesday, March 3 – Friday, March 6, 2009

Tokyo International Exhibition Center “TOKYO BIG SIGHT” East & West Halls

“JAPAN SHOP 2009” “ARCHITECTURE + CONSTRUCTION MATERIALS 2009”
“LIGHTING FAIR 2009” “RETAILTECH JAPAN 2009” “IC CARD WORLD 2009”
“SECURITY SHOW 2009”

Tuesday, March 10 – Thursday, March 12, 2009

Tokyo International Exhibition Center “TOKYO BIG SIGHT” West Exhibition Halls 3 & 4

“FRANCHISE SHOW 2009”

The theme this year is: “Make a lively city safe, secure and comfortable.”

Held at the TOKYO BIG SIGHT East and West Halls featuring 1,267 exhibitors at 3,678 booths

The “Urban Development & Retail Renaissance 2009,” Asia’s largest comprehensive exhibition targeting businesses and industries organized by Nikkei Inc., will be held at the TOKYO BIG SIGHT over a two-week period in March 2009. The exposition consists of seven exhibitions in total - six exhibitions entitled “JAPAN SHOP,” “ARCHITECTURE + CONSTRUCTION MATERIALS,” “LIGHTING FAIR,” “RETAILTECH JAPAN,” “IC CARD WORLD,” and “SECURITY SHOW” scheduled from Tuesday, March 3 through Friday, March 6 and the “FRANCHISE SHOW” held the following week from Tuesday, March 10 to Thursday, March 12. The exposition features a vast collection of new products, technologies, and concepts used for the next generation of store and urban development.

This year, all exhibitions at the exposition will have the common theme of “Make a lively city safe, secure and comfortable.” to reflect the recent issues of false food labeling and heightened recognition of crime and disaster prevention. Each individual exhibition will aim for a collective effect offering a secure and comfortable future store and urban development. The following outlines the highlights of the event.

“JAPAN SHOP 2009—38th edition”: Asia’s largest comprehensive trade show disseminating the latest information on building attractive shops

Displays the latest products that create commercial-space design

Introduces latest products such as shop fixtures/equipment, signage/graphics

Holds various seminars including information on store amenities based on leading case examples of commercial-space design

“ARCHITECTURE + CONSTRUCTION MATERIALS 2009—15th edition”: A vast collection of building materials aimed at realizing a comfortable, healthy, and safe living and commercial environment

Presents various construction materials such as products that deal with maintaining and improving asset value and energy saving

A newly created earthquake resistant, disaster-prevention construction material zone for a diffusion of long-term high-quality houses and “Safe and secure urban development”

Introduces ten latest technologies that support “Zero Emission House” also introduced at the Toyako Summit

“LIGHTING FAIR—9th edition”: Introduces lighting products and technology altogether that give consideration to the environment

Exhibits the latest LED lights and organic EL lights products and technologies that are the “Next Generation Energy Saving Lighting”

Discussion between Professor Shuji Nakamura, the developer of the blue LED and Professor Jyunji Kido, a leading expert on organic EL lights under the theme “Future Lights”

The host’s project: “Renewal Lights – reducing CO2 by replacing lighting equipment” to give a straightforward explanation of energy saving through lighting

“RETAILTECH JAPAN 2009—25th edition”: Full of the latest technologies pertaining to the retail information system! Also watch out for the Special Exhibition!

Special Exhibition “RETAIL DIGITAL SIGNAGE 2009” will be held, introducing the latest trend of “Digital Signage” Standardization that leads to “safe and secure food.” The new bar code “GSI data bar” will be introduced
The symposium commemorating the 25th anniversary of RETAILTECH JAPAN: “Major distributors making serious efforts on environmental issues”

“IC CARD WORLD 2009—11th edition”: Features the use of smart card in the vitalization of urban development along with the two special exhibitions

Special Exhibition “IC TAG 2009” – exhibits devices and solutions related to IC tags and RFID
Special Exhibition “FeliCa World 2009” - introduces the latest technology and service for FeliCa through exhibitions and workshops
Hands-on program: “Mobile Wallet Stamp Rally” – participants experience a point rally using a mobile wallet and electronic coupon

“SECURITY SHOW 2009—17th edition”: Disseminates security and safety information for building safe and secure cities

Suggests an integrated security system – emphasizes the linkage of the facilities from security to building management and energy saving
Future video monitoring system – “Network Camera Zone” and “Natural Disaster Prevention Zone” project corners
Highlighted seminar – building a safe and secure city that prevents local accidents and injuries – the reality and tasks of a “Safe Community”

“FRANCHISE SHOW 2009—25th edition”: Japan’s largest exhibition introducing the most up-to-date information on the franchise business

Japan’s largest exhibition where franchises ranging from well-known to emerging chains gather together
Five exhibitors in the food court let participants try out their foods
Opening seminar – “A talk by the top management personnel of a franchise company – Our management concept and franchise strategy”

[Profile of Urban Development & Retail Renaissance]

Exhibition Details

[JAPAN SHOP 2009, ARCHITECTURE + CONSTRUCTION MATERIALS 2009, LIGHTING FAIR 2009, RETAILTECH JAPAN 2009, IC CARD WORLD 2009, SECURITY SHOW 2009]

Date/Time: Tuesday, March 3 to Friday, March 6, 2009
10:00a.m. – 5:00p.m. (until 4:30p.m. on the last day)
Venue: TOKYO BIG SIGHT East & West Halls
Exhibition Scale: 1,103 companies and organizations exhibiting at 3,357 booths (1 booth = 9 square meters, sum of all simultaneously held exhibitions)
Expected turnout: 270,000 people (anticipated sum of visitors to all simultaneously held exhibitions)
Special Exhibitions: RETAIL DIGITAL SIGNAGE 2009, IC TAG 2009, FeliCa World 2009

[FRANCHISE SHOW 2009]

Date/Time: Tuesday, March 10 to Thursday, March 12, 2009
10:00a.m. – 5:00p.m.
Venue: TOKYO BIG SIGHT West Halls 3 & 4
Exhibition Scale: 164 companies exhibiting at 321 booths (1 booth = 9 square meters)
Expected turnout: 28,000 people

[About Urban Development & Retail Renaissance]



街づくり・流通ルネサンス

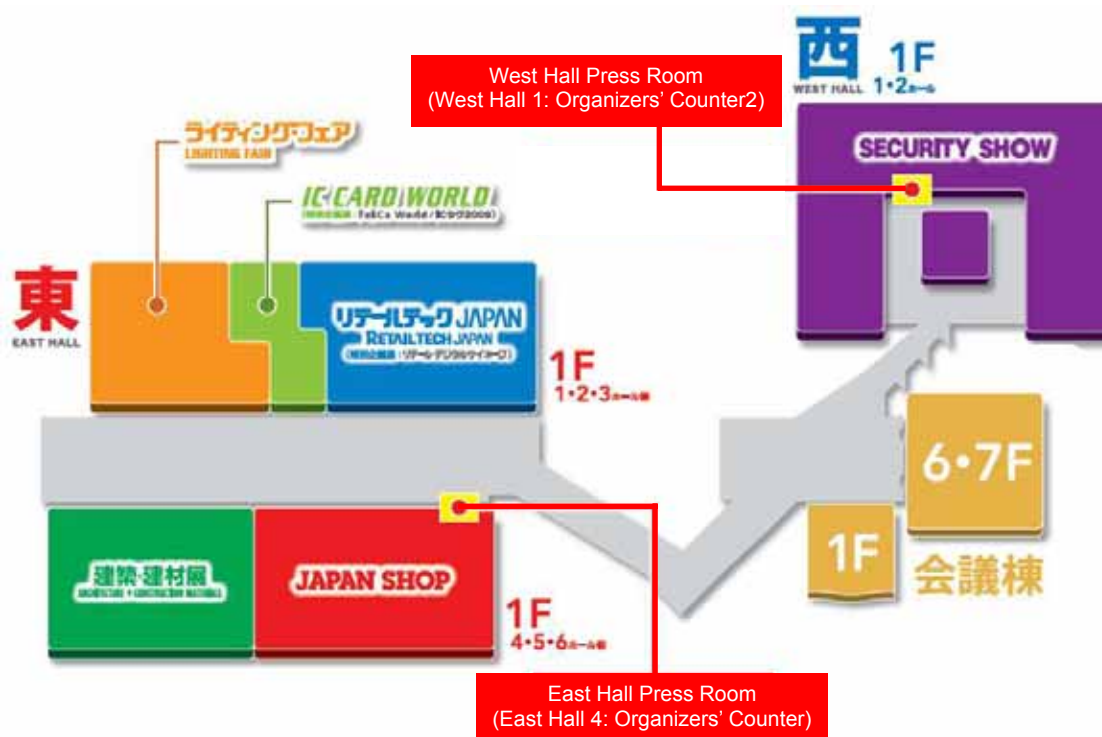
Urban Development & Retail Renaissance is a comprehensive business and industry trade show for the retail industry of the next generation. A wide spectrum of products and services showcased at the show include cutting-edge equipment, supplies, building materials and information systems for retail shops and other commercial facilities. This show will offer practical insights into the further growth of the retail industry and the realization of safe, comfortable, earth-friendly living environments. This comprehensive show will be comprised of seven exhibitions: "JAPAN SHOP," "ARCHITECTURE + CONSTRUCTION MATERIALS," "LIGHTING FAIR" "RETAILTECH JAPAN," "IC CARD WORLD," "SECURITY SHOW," and "FRANCHISE SHOW."

Guide to Press Room(Reception)

During the period of the exhibition (except FRANCHISE SHOW 2009), a Press Room (and reception desk) will be set at both East and West halls. All press representatives must stop by the Press Room to register and receive a Press Badge before starting interviews and photo shoots.

- East Hall Press Room (East Hall 4: Organizers' Counter) / Tel. 03-5530-1186 (available only during the event)
- West Hall Press Room (West Hall 1: Organizers' Counter2) / Tel. 03-5530-1193 (available only during the event)

< Available days and hours > Tuesday, March 3 to Friday, March 6, 10:00am – 5:00pm
* Open at 9:00am on the first day and close at 4:30pm on the last day.



*Registration is required for all press representatives. Please register at the Press Room located in both East and West Halls of the Tokyo Big Sight to receive a Press Badge and Press Information. (Please refer to the following pages for details of each exhibition.)

*Please register as a "Press" at the organizer's office located at West3 Hall for "FRANCHISE SHOW 2009" which will be held March 10 (Tues) to 12 (Thurs).

For press inquiries, please contact:

Public Relations Administration Office of Urban Development & Retail Renaissance
Kuroda, Yoshida or Tomita at the Public Relations Administration Office (Kyodo PR)
Tel: +81-3-3571-5176 Fax: +81-3-3571-5380
4F Dowa Bldg, 7-2-22 Ginza, Chuo-ku, Tokyo 104-8158

* Special request to all members of the press:

If this material appears in your article, please kindly send a copy of the article or the newspaper/magazine in which it appeared to the Public Relations Administration Office (within Kyodo PR) stated above.

第38回店舗総合見本市

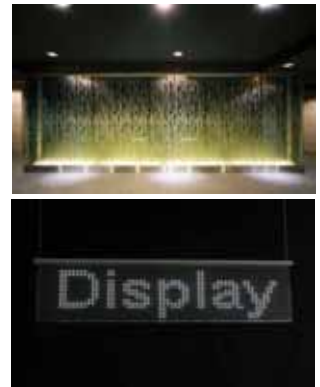
JAPAN SHOP 2009

Asia's largest shop trade show featuring the latest information on the development of attractive and successful stores

TOPICS

- 1) Displays the latest products that create commercial space design
- 2) Introduces latest products such as store fixture/equipment and signage/graphics
- 3) Holds various seminars including information on store amenities based on leading case examples of commercial-space design

"JAPAN SHOP" is Asia's largest general trade show on store development, consistently offering the most up-to-date information for creating attractive stores and hospitable cities. The 38th "JAPAN SHOP" will feature a total of 251 exhibitors at 727 booths, showcasing products and services that construct and produce a store including new products such as shop fixtures/equipment, attractive commercial-space design products, storefront signage and advertising displays. The exposition also suggests new ways of distribution and creating attractive stores through the "Distribution Exchange Forum", a discussion of the future distribution economy, leading case examples of space designs by architects and commercial environment designers, and seminars for store amenities.



Above: "Kyo-Yuzen Glass", the juxtaposition of Japanese craft and glass (New Craft Workshop)
Below: "Graphic display", LED signage without wiring on the surface of the glass (AZCrew)

Event Outline

Name: JAPAN SHOP 2009 (38th Shop Trade Show)
Date/Time: From Tuesday, March 3 to Friday March 6, 2009
10:00a.m. – 5:00p.m. (until 4:30p.m. on the last day)
Venue: Tokyo International Exhibition Center "TOKYO BIG SIGHT"
East Halls 4 & 5 (3-21-1 Ariake, Koto-ku, Tokyo)
Organizers: Nikkei Inc, Shop System Study Society
Exhibition Scale: 251 companies exhibiting at 727 booths
URL: <http://www.japan-shop.jp/en/>

ARCHITECTURE + CONSTRUCTION MATERIALS 2009

(15th edition)

Aiming to realize comfortable, healthy, and safe living/commercial spaces

TOPICS

- 1) Presents various construction materials such as products that deal with maintaining and improving asset value and energy saving
- 2) A newly created earthquake resistant, disaster-prevention construction material zone for a diffusion of long-term high-quality houses and “Safe and secure urban development”
- 3) Introduces ten latest technologies that support “Zero Emission House” also introduced at the Toyako Summit

This will be the 15th year for “ARCHITECTURE + CONSTRUCTION MATERIALS”, a comprehensive exhibition of building materials and related products aimed at realizing a comfortable, healthy, and safe residential and commercial environment, including building materials for homes, stores and buildings as well as equipment and devices.

The event presents 278 companies exhibiting at 606 booths. The exhibition venue will be divided into “Building Materials and Related Products Zone” and “Healthy and Ecological Architectural Materials Zone” and new “Quake Resistant and Disaster Prevention Construction Materials Zone” to introduce various construction materials and related products. There will also be special projects to introduce leading energy and environment technology.



Near-future eco residence, “Zero Emission House” (model display)

Event Outline

Name:	ARCHITECTURE + CONSTRUCTION MATERIALS 2009 (15th Comprehensive Exhibition of Construction Materials and Related Products)
Date/Time:	From Tuesday, March 3 to Friday, March 6, 2009 10:00a.m. – 5:00p.m. (until 4:30p.m. on the last day)
Venue:	Tokyo International Exhibition Center “TOKYO BIG SIGHT” East Halls 5 & 6 (3-21-1 Ariake, Koto-ku, Tokyo)
Organizer:	Nikkei Inc.
Exhibition Scale:	278 companies exhibiting at 606 booths
URL:	http://www.ac-materials.jp/en/

LIGHTING FAIR 2009

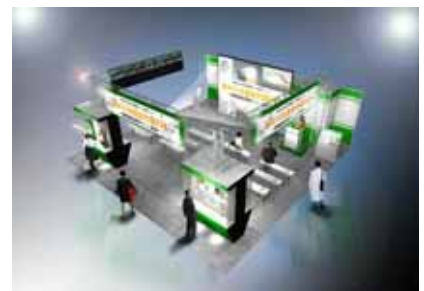
Larger than ever under the theme of “Lighting, Friendly to People and Earth”!
Introduces lighting products and technology that give consideration to the environment

TOPICS

- 1) Exhibits the latest LED lights and organic EL lights products and technologies that are the “Next Generation Energy Saving Lighting”
- 2) Discussion between Professor Shuji Nakamura, the developer of the blue LED and Professor Jyunji Kido, a leading expert on organic EL lights under the theme “Future Lights”
- 3) The host’s project: “Renewal Lights – reducing CO2 by replacing lighting equipment” to give a straightforward explanation of energy saving through lighting

The 9th “LIGHTING FAIR”, is a comprehensive exhibition that showcases and introduces lighting products and technology such as lighting equipment, light source, related materials and parts from Japan and from overseas. This year will be the largest to date, presenting 134 companies exhibiting at 518 booths.

With recent heightened interest in global warming, lighting takes up 16% of household and 20% of office power consumption. Saving energy through lighting is expected to lead to a reduction of CO2. Under the theme of “Lighting, Friendly to People and Earth”, the LIGHTING FAIR introduces a variety of energy saving lighting equipment and exhibits the latest products and technology including household lights that are bright, comfortable and easy to use, office/industry lights that are inexpensive and highly comfortable, store lights that are stylish and excellent in presentation, security lights and outdoor lights that contribute to creating a safe and comfortable city as well as suggesting the presentation of lighting spaces.



A display corner completion drawing

Event Outline

Name:	LIGHTING FAIR 2009 (The 9th International Lighting Fair Tokyo)
Date/Time:	From Tuesday, March 3 to Friday, March 6, 2009 10:00a.m. – 5:00p.m. (until 4:30p.m. on the last day)
Venue:	Tokyo International Exhibition Center “TOKYO BIG SIGHT” East Halls 3 (3-21-1 Ariake, Koto-ku, Tokyo)
Organizer:	Japan Luminaires Association, Nikkei Inc.
Exhibition Scale:	134 companies exhibiting at 518 booths
URL:	http://www.lightingfair.jp/en/

25TH RETAIL TECHNOLOGY EXHIBITION & CONFERENCE

RETAILTECH JAPAN 2009

リテール・デジタルサイネージ 2009 ICタグ2009

Find all the latest information on retail information systems and visit the must-see special exhibitions!

TOPICS

- 1) Special Exhibition “Retail Digital Signage 2009” will be held, introducing the latest trend of “Digital Signage”
- 2) Standardization that leads to “safe and secure food.” The new bar code “GSI data bar” will be introduced
- 3) The symposium commemorating the 25th anniversary of RETAILTECH JAPAN: “Major distributors making serious efforts on environmental issues”

“RETAILTECH JAPAN”, marking its 25th anniversary this year, is Japan’s largest trade show specializing in retail information systems. There will be a vast collection of cutting-edge retail information devices and systems ranging from store systems (e.g., POS registers) to head-office systems, in-store promotion devices, RFID/IC tags, backyard system and logistics.

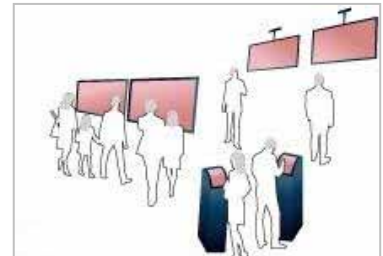
In conjunction with this trade show, there will be a new special exhibition: “Retail Digital Signage 2009”, the first exhibition in Japan that specializes in the next-generation “Digital Signage” information systems utilizing motion picture information devices.

This year will present 163 companies exhibiting at 686 booths. The conference building will hold seminars under the themes of “environment”, “safety and security of food”, as well as “standardization” and “distribution”. The exhibition venue will also hold workshops.

[Special Exhibition “Retail Digital Signage 2009”]

Host: Nikkei Inc. Sponsor: Digital Signage Consortium.

This special exhibition is the first exhibition in Japan that specializes associated equipment/systems and services including hardware, software, content support and networks that are related to “Digital Signage.” It offers well-developed relevant projects such as an anniversary symposium and workshops at the exhibition venue to spread various information.



Event Outline

Name:	25th Retail Technology Exhibition & Conference RETAILTECH JAPAN 2009
Date/Time:	From Tuesday, March 3 to Friday, March 6, 2009 10:00a.m. – 5:00p.m. (until 4:30p.m. on the last day)
Venue:	Tokyo International Center “TOKYO BIG SIGHT” East Halls 1& 2 (3-21-1 Ariake, Koto-ku, Tokyo)
Organizer:	Nikkei Inc.
Special Cooperation:	The Distribution Systems research Institute
Exhibition Scale:	163 companies & organizations exhibiting at 686 booths
URL:	http://www.retailtech.jp/en/

第11回 ICカード・ICタグ総合展

IC CARD WORLD 2009

ICタグ2009 FeliCa World 2009

Smart cards and RFID that vitalize the city and business

TOPICS

- 1) Special Exhibition “IC TAG 2009” – exhibits devices and solutions related to IC tags and RFID
- 2) Special Exhibition “FeliCa World 2009” - introduces the latest technology and service for FeliCa through exhibitions and workshops
- 3) Hands-on program: “Mobile Wallet Stamp Rally” – participants experience a point rally using a mobile wallet and electronic coupon

“IC CARD WORLD” is the biggest exhibition in Japan, showcasing products and equipment related to smart cards, now widely used in various fields such as transport, security and public administration and an essential infrastructure for daily lives and business. It also presents services and solutions in different fields utilizing smart cards.

This 11th year will present 55 companies and organizations. The participants will be able to actually experience various possibilities of the smart card - from usage that is already known such as electronic money represented by “Suica” and credit settlement through to ID cards for employees and students as well as in office security. This comprehensive exhibition will offer a business opportunity to communicate with 160,000 users in different industry sectors including the Distribution industry. This year, we will again have the special exhibition “FeliCa World” that focuses on “FeliCa”, a contactless smart card technology as well as the special exhibition “IC TAG 2009” that gathers the latest IC tags and RFID solutions all together.

It will present vast amount of information through seminars and workshops that are held concurrently as well as the stamp rally using mobile wallets.



Event Outline

Name:	IC CARD WORLD 2009 (11th edition)
Date/Time:	Tuesday, March 3 to Friday, March 6, 2009 10:00a.m. 5:00p.m. (until 4:30p.m. on the last day)
Venue:	Tokyo International Exhibition Center “TOKYO BIG SIGHT” East Halls 2 (3-21-1 Ariake, Koto-ku, Tokyo)
Organizer:	Nikkei Inc.
Exhibition Scale:	55 companies exhibiting at 158 booths
URL:	http://www.iccard.jp/en/

第17回 セキュリティ・安全管理総合展

SECURITY SHOW 2009

Offers the latest information on security & safety to create safe and secure cities

TOPICS

- 1) Suggests an integrated security system – emphasizes the linkage of the facilities from security to building management and energy saving
- 2) Future video monitoring system –“Network Camera Zone” and “Disaster Prevention Zone” project corners
- 3) Highlighted seminar – Survive from Recession : Asian Security Industry 2008/2009

“SECURITY SHOW” is the biggest exhibition in Japan in the field of security and safety management that introduces devices, systems and services to realize “safe and secure cities and societies” including video surveillance systems, and access control systems using biometrics, smart cards or RFID. This year is the 17th year and introduces security and safety related products that safeguard offices, stores and households from external risks such as crime and natural disasters and internal risks such as information leaks and fraud.

Last year, there were specific movements to ensure enhanced safety for security devices and facilities. For example, a screening through a security camera and digital recorder has started based on the “Recognition of Better Security System (RBSS)” established by the Japan Security Systems Association under jurisdiction of the National Police Agency, and seven “Well - anticrime apartment building” recognized organizations were also registered for the first time. It is expected that more and more reliable security devices and facilities with guaranteed quality and performance will be introduced; this exhibition presents cutting-edge security and safety management information that responds to future needs with a focus on the level of quality in the “Security and Safety” field along with related projects such as seminars.



Event Outline

Name:	SECURITY SHOW 2009 (17th edition)
Date/Time:	Tuesday, March 3 to Friday, March 6, 2009 10:00a.m. – 5:00p.m. (until 4:30p.m. on the last day)
Venue:	Tokyo International Exhibition Center “TOKYO BIG SIGHT” West Halls 1& 2 (3-21-1 Ariake, Koto-ku, Tokyo)
Organizer:	Nikkei Inc.
Exhibition Scale:	222 companies exhibiting at 662 booths
URL:	http://www.securityshow.jp/en/

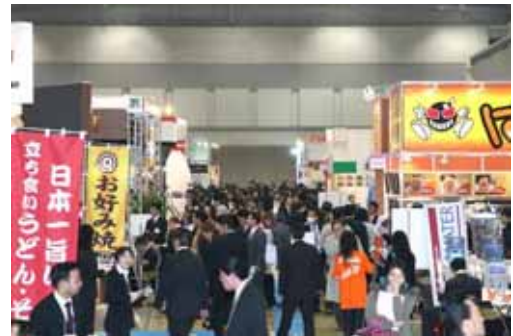
FRANCHISE SHOW 2009

This 3-day event is your chance to find your best partner for a new business!
Franchisors and new business enterprises recruit member stores and
business partners!

TOPICS

- 1) Japan's largest exhibition where franchises ranging from well-known to emerging chains gather together
- 2) Five exhibitors in the food court let participants try out their foods
- 3) Opening seminar – “A talk by the top management personnel of a franchise company – Our management concept and franchise strategy”

The 25th “FRANCHISE SHOW” remains Japan's largest trade show for franchisors and new businesses seeking a business partner. It features franchisors in the food service, retail, and service industries soliciting franchisees, as well as exhibits by organizations supporting franchisors and franchisees, a free consultation counter for establishing or affiliating with franchisors, and the popular food court. In addition, there will be non-franchise companies soliciting business partners, including those considering expansion into franchising in the future, and those looking for sales agents and business alliances.



Event Outline

Name:	FRANCHISE SHOW 2009 (25th edition)
Date/Time:	Tuesday, March 10 to Thursday, March 12 10:00a.m. – 5:00p.m.
Venue:	Tokyo International Exhibition Center “TOKYO BIG SIGHT” West Halls 3 & 4 (3-21-1 Ariake, Koto-ku, Tokyo)
Organizer:	Nikkei Inc.
Special Cooperation:	Japan Franchise Association (JFA)
Exhibition Scale:	164 companies exhibiting at 321 booths
URL:	http://www.fcshow.jp/en/