

December 19, 2006

## **Asahi Glass to Launch Global Branding Initiative as “AGC”**

Asahi Glass Co., Ltd.

Asahi Glass Co., Ltd. (Headquarters: Tokyo; President: Masahiro Kadomatsu) has chosen the symbol “AGC” as the unifying Group brand effective September 2007. This date celebrates the Company’s 100th anniversary. “We are taking this opportunity to adopt a new brand logo and all the companies in the Group will incorporate ‘AGC’ in their branding including legal names,” according to Mr. Kadomatsu.

Since the Company has shifted to an “In-house Company” system in 2002, it established the group vision **“Look Beyond”** and, improved it’s global management implementation to realize this vision.

Until now we have maintained local and regional brands. For example, in the flat glass industry “Glaverbel” (Europe) and AFG (North America), both acquired companies, have retained their individual brand names. The AGC brand has been already been unified worldwide in the automotive glass business.

Now, we will unify the Group brand globally under “AGC.” By doing so, stakeholders will be able to easily recognize the wide range of technologies, products and services covered by the AGC Group. We also anticipate that global branding will strengthen the sense of community and cooperation among our 57,000 employees, resulting in the synergistic success of our global growth strategy.

To further solidify AGC brand recognition, we will add “AGC” to the corporate name of all individual companies in the Group. All companies in our automotive glass business have accomplished this transition by using AGC in their corporate names worldwide. Now, we will achieve brand recognition and consistency across our businesses in flat glass, display, chemicals, and electronics & energy as they add AGC to their legal names. (Examples of changed corporate names are shown in the Attachment.)

The new brand logo is illustrated below :



This new logo mark represents the Group's strength and presence. The central G, the core of the logo, is colored in vermillion, symbolizing flame-like energy and strength. We will unify all companies' logos to **AGC** by September 2007.

As a global supplier of materials and components that creates a brighter world, the Company will provide valuable solutions to its customers with an eye toward the future under the Group vision **"Look Beyond"**.

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<Reference>

#### 1. Examples of change of legal name

Business segments	Current name	New name
Flat glass	Glaverbel S.A. (Belgium)	AGC Flat Glass Europe
	AFG Industries, Inc. (U.S.)	AGC Flat Glass North America
Chemicals	Asahi Glass Fluoropolymers U.K., Ltd.	AGC Chemicals Europe
Electronics & Energy	Asahi Glass Koriyama Electronic Materials, Asahi Fine Materials (Japan)	AGC Electronics
	Asahi Technoglass (Japan)	AGC Technoglass
Others	Matsushima Optical Component (Japan)	AGC Microglass

#### 2. Profile of AGC Group

- (1) Number of consolidated subsidiaries : 254 (including 188 companies overseas)
- (2) Number of employees of consolidated companies : approx. 57,000
- (3) Consolidated net sales : 1,526.7 billion yen (December 2005)
- (4) Main Products : Flat glass, automotive glass, display glass, chemical products and electronic materials