

April 28, 2010

AGC to propose lifestyle with glass through Cafe;Haus at Toyosu, Tokyo

AGC Asahi Glass Co., Ltd.

AGC (Asahi Glass Co., Ltd.; Head Office: Tokyo; President and CEO: Kazuhiko Ishimura) is to re-introduce the pleasure and appeal of a lifestyle centered on glass, which can change people's daily lives, through Cafe;Haus, a new style of café that will open in Toyosu, Koto-ku, Tokyo, on May 7, 2010.

Cafe;Haus is a lifestyle-communicating café that is based on the concept of creating a local community and proposing new lifestyles. The theme is to create a living space where visitors feel as relaxed as they would be in their own homes. It comprises three elements—café space, residential space, and open terrace. Cafe;Haus was produced by Mr. Hideto Irikawa, a commercial developer who advocates meeting the needs of individual lifestyles, and who has been involved with a number of commercial facilities and urban development projects.

The Company decided to provide various types of glass for Cafe;Haus with the aim of re-introducing the wide-ranging appeal of glass to visitors of the facility, which offers spaces where they can easily stretch their imaginations while relaxing as if they were in their own real homes. We have provided the following types of glass to Cafe;Haus.

Type of glass	Features	Benefit
Eco-Glass	High energy-saving performance regardless of the season	Reduces air-conditioning costs
	Well-designed color tones (available in four colors)	Allows designs to be created that meet the needs of clients
Laminated glass	Keeps out infrared and ultraviolet rays	Reduces heat transfer and color-fading of furnishings
	Shatter-proof	Prevents burglars from breaking glass and entering
Low-reflection glass	Anti-reflection properties reduce reflectance	Offers clear vision through the glass (especially at night).
Interior color glass	Disperses light using delicate matted texture of the surface	Creates high-quality and comfortable spaces
	Wall materials with a texture specific to glass	Stain-resistant and easy-to-clean
High-definition mirror	High color reproducibility	Preserves skin tones to make complexions look more natural and attractive

We will also carry out word-of-mouth marketing activities through which the staff of Cafe;Haus will advertise the characteristics of each type of glass to customers. We are hoping to be able to introduce the appeal of high-function and well-designed glasses, which are essential for housing spaces, through word-of-mouth marketing activities carried out at the café, and demonstrate lifestyles characterized by affluence and style.

For further information, please contact Toshihiro Ueda, General Manager of Corporate Communications & Investor Relations, AGC Asahi Glass Co., Ltd.
(Direct inquiries to Oda, Telephone: +81-3-3218-5260, E-mail: info-pr@agc.co.jp)

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Outline of Cafe;Haus

Address	2-14-2, Toyosu, Koto-ku, Tokyo
Access	3-minute walk from Toyosu Station of the Tokyo Metro Yurakucho Line or the Yurikamome Line
Scheduled opening	May 7, 2010
Open hours	11:30 A.M. – 11:00 P.M., open seven days a week (except year-end and new year holidays)
Main operating organizations	Laughlink Co., Ltd. W's Company
Café produced by	iRIKAWA Style & Holdings Co., Ltd.
Plan of café and shop design by	Lifestyle Institute Co., Ltd.
Operator	Daiwa House Industry Co., Ltd.
Design and construction by	Daiwa House Industry Co., Ltd.



Exterior appearance



Café space



Open terrace



Residential space