

**FOR IMMEDIATE RELEASE****AGC's Global Branding Project for the World's First Glass Bench Roof Wins the Grand Prize in the Corporate Communications Category of the PR Award Grand Prix**

**Tokyo, December 15, 2014**—AGC (Asahi Glass Co., Ltd.; Head Office: Tokyo; President & CEO: Kazuhiko Ishimura) is pleased to announce that its global branding project for the world's first glass bench roof received the grand prize in the Corporate Communication category of the 2014 PR Award Grand Prix, sponsored by the Public Relations Society of Japan.

The award-winning project is a series of activities AGC started when signing an agreement to become a 2014 FIFA World Cup™ Branded Licensee to market the “Official Licensed Glass Roof of the 2014 FIFA World Cup™ Player Benches” for the FIFA Confederations Cup 2013 and the 2014 FIFA World Cup Brazil™. AGC manufactured all the main components of the benches, including glass roofs, in-house. In addition, AGC conducted a group-wide project, under which about 300 members of Group companies participated in PR and internal communication activities around the world.

The project was highly evaluated and earned the grand prize in the Corporate Communication category for “demonstrating to the world the evolution and possibilities of glass, in addition to publicizing the AGC brand” and “developing activities to bring all AGC Group companies together through the power of communication” through the promotion of the glass-roof player benches as the culmination of AGC's latest technologies at one of the world's most popular sports events.



AGC's glass-roof bench for the 2014 FIFA World Cup Brazil™

The AGC Group will continue to develop new materials and their applications and communicate their appeal to the world.

*Media Contact*

Junichi Kobayashi, General Manager, Corporate Communications & Investor Relations

**AGC** Asahi Glass Co., Ltd.

(Contact: Aoi Takahashi; Tel: +81-3-3218-5603; E-mail: [info-pr@agc.com](mailto:info-pr@agc.com))