

**For Restoration following the Great East Japan Earthquake**  
**We are about to commence Mark's Global Charity Action:**  
**- What "Diaries" Can Do Now. -**

MARK'S  
GLOBAL CHARITY  
ACTION

" WHAT DIARIES CAN DO NOW "



Mark's Inc. (Head Office: Setagaya-ku, Tokyo; CEO and President: Kazuhiko Takagi) will launch "Mark's Global Charity Action" to continually support the people affected by the East Japan Earthquake. The manufacture produces and markets stylish stationary based on the principles of quality design, intelligent functionality and the fine finish for which Japanese products are well known. For each diary (pocket planner) sold through March 11, 2012, five yen will be donated by Mark's to help the areas and people affected by the earthquake.

In addition, retail stores selling Mark's Diaries will be invited to support and participate in this Global Charity Action.

Message: - What "Diaries" Can Do Now. -

Details of Donation

Amount:

For all diaries (pocket planners)\* sold during the period, five yen per diary, regardless of the sales price, will be donated by Mark's.

For diaries sold by retail stores supporting the charity action, five yen per diary will be donated by the store. Combined with the five yen from Mark's, a total of ten yen per diary will be donated.

Contributions by Mark's alone for the period are expected to be about 7 million yen.

\* Overseas versions to be marketed in June, primary in Europe, and spring diaries, etc., to be released in January 2012 are included.

Period:

June 1, 2011 – March 11, 2012

Organization to donate to:

Contributions will be made in two installments (the first one closed as of end of October 2011 and the second one closed as of March 11, 2012).

The amount computed based on the number of diaries sold will be donated to the Japanese Red Cross Society.

Announcement:

Mark's Global Charity Action will be represented on Mark's website and on Mark's Diary site. It will also be noted on price tags/seals on the backside of the products that five yen per diary will be donated. Participating retail stores may use a logo designed to symbolize Mark's Global Charity Action, for advertisements such as point-of-purchase advertising at store fronts.

Report:

Numbers of diaries sold, amounts donated and information on supporting retail stores will be reported on the following websites:

Mark's website: <http://www.marks.jp/English/index.html>

Mark's diary site: <http://www.marksdiary.jp/>

**[Inquiries]**

Person in charge of public relations

Marketing Division

Mark's Inc.

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**Efforts to Support Restoration of the affected people and areas following the Great East Japan Earthquake**

Implementation of monetary donations and delivery of supplies for which information was released on May 12 was as follows:

1. Monetary donations were made by transfer to the Japanese Red Cross Society on May 20

By Mark's Inc.	¥2,000,000
By two overseas business partners	¥1,224,900 (USD 15,000)
Total:	¥3,224,900

2. Supplies were sent to an interim support point, Miyagi University of Education, through the UN Educational, Scientific and Cultural Organization (UNESCO) on May 24.

For junior-high-school students	300 mechanical pencils
For university students	1,000 notebooks