

MARK'S

Global Charity Action

- What “Diaries” Can Do Now -

2:46 p.m., March 11, 2011

When it happened, we gathered for a general meeting held twice a year. The quake was so severe that we evacuated the head office and moved to a nearby university building. Above, a large passenger plane flew very low. Black smoke rose in the direction of Tokyo Bay. An emergency radio reported that huge tsunami was hitting areas along the Pacific Coast in Eastern Japan, devastating the area, making listeners feel something unusual was developing.

Two months have passed since the initial shock and uncertainty. People in the affected areas are moving forward, some more rapidly, each as best they can, toward recovery and restoration.

At Mark's, we have asked ourselves what we could do to help them. Part of our answer is to endeavor to take “Global Charity Action”.

We released our first diaries (pocket planners) in 1999 and in the ensuing 12 years they have become one of our key products, used regularly by about 1.4 million people in more than 30 countries. The company could not have achieved our success without those customers' favor. That is why we feel that the diary product can be the means by which we return our favor to society and that is how we have determined to start this action to help support their recovery.

When customers buy Mark's Diaries anywhere around the world, five yen per diary will be donated by Mark's. In addition, retail stores who support and participate in this Global Charity Action will add five yen for each pocket diary they sell. Combined with the five yen from Mark's, a donation of ten yen in total per diary will be donated every time a customer buys a diary anywhere in the world.

The effort will officially begin on June 1, 2011. Until March 11, 2012, every customer buying one of our diaries is assisting, with his/her donation, in the restoration of affected areas in Eastern Japan.

When we put that first diary on the market 12 years ago, we thought it would be an instrument to help design the life of people as their partner. How do users design their day, week, month and year? The role of diary is to support the process of recording their thoughts, crafting their ideas, planning their schedules, and integrating them.

The East Japan Earthquake: the disaster that must have forced people to totally change their long-held values, concept and ideology. We believe that such psychologically-affected people are quite a lot in number. We hope our diaries will make an instrument and partner for people to design their new ways of life, record new thoughts, and new determinations.

We believe in what people can do with diaries, what diaries can do for people and what only diaries could do.

Mark's Global Charity Action is our favor back to the affected people who have supported our growth through their use of our diaries. It is also a way to help those who want to put into action their ideas to help the affected people. This is a small concrete action for them as well.

We will keep pursuing what diaries can do together with the 1.4 million people in the world who use them.

Thank you.

May 31, 2011

Kazuhiko Takaghi
CEO & President
Mark's Inc.