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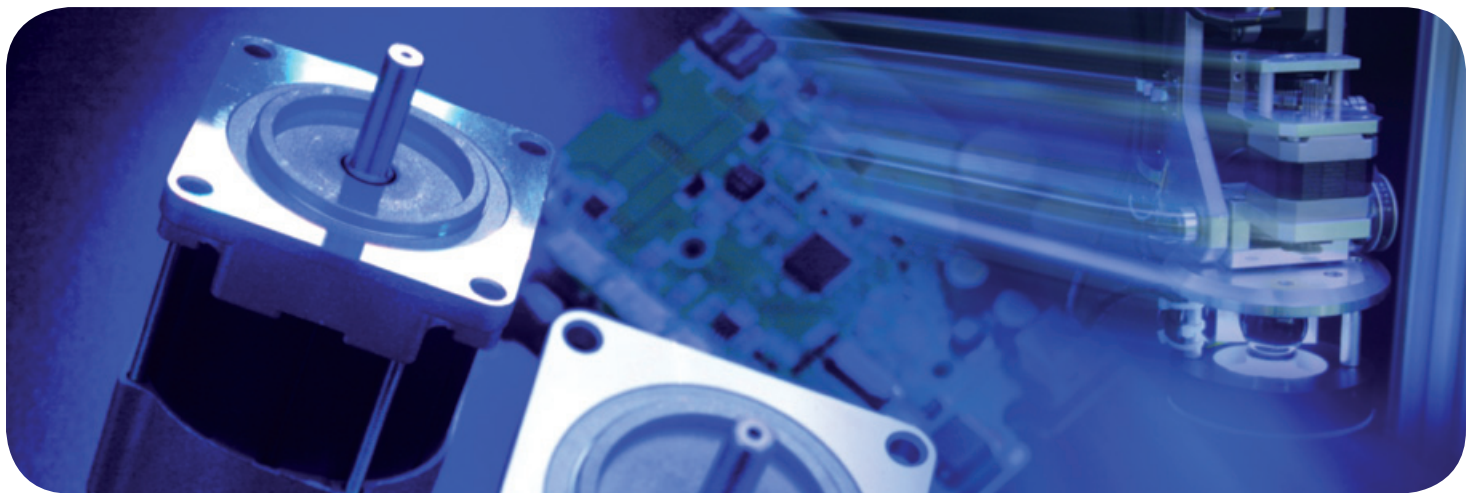
**PLEXTOR** is set to rename itself **SHINANO KENSHI EUROPE**, and will focus on growing its electric precision motor business in Europe.

**In Belgium today, Plextor announced it would rename itself Shinano Kenshi Europe, effective March 1, 2010.**

Plextor Europe was founded in October 1993 and became the subsidiary company of Japanese electric motor manufacturer, Shinano Kenshi Co., Ltd. (SKC). Plextor Europe distributes world leading Optical Disk drives (CD-ROM, CD-RW, DVD-RW and BD drives), developed by Shinano Kenshi Japan. Many professional IT users rate Plextor products as the highest performing drives within the industry. Plextor products leverage the technology of motion control and precise mechanics related to SKC's electric motors business.

Shinano Kenshi is one of the world's biggest manufacturers of electric motors for office machinery, automobile components and assemblies, industrial equipment, home ventilation equipment, medical appliances and others. Shinano Kenshi Europe expects the new name to help expand its brand and recognition within the electric motor business throughout all of Europe. Motion control technologies and assemblies are considered Shinano Kenshi's core competencies.

Shinano Kenshi Europe will import custom-made electric motors from factories in China and Japan, and distribute them to each business customer in Europe according to their business plan. Based on its long history and experience in Europe, Shinano Kenshi Japan believes that Belgium is the ideal location and gateway for its motor business in Europe.



#### **NOTE**

Plextor IT products are still sold in Europe by Shinano Kenshi Japan and its partners through joint operation. PlexTalk™, Digital Talking Book players that are used for the visually impaired, are distributed by Shinano Kenshi Europe. "Shinano" is an old Japanese word, which identifies an area of the Nagano Prefecture. Nagano is located in the central part of Japan, and is considered a famous industrial area for precision mechanical and IT technology today. "Kenshi" is a Japanese word that means silk, as SKC's business began in 1918 as a processor of silk. At that time, the silk industry was Japan's main export business.

**Home page of Shinano Kenshi, Japan** <http://www.skcyj.co.jp/english/index.html>

Excelsiorlaan 11 bus 4, 1930 Zaventem, Belgium

Press Contact **Shinano Kenshi Europe**: *Herbert Vannijlen* +32 (0)2 725 55 22

Press Contact **Size Communication**: *Marine de Séjournet* +32 (0)2 352 12 23