

MEDIA RELEASE

DKSH Japan receives “new agency with outstanding sales success” award from LAUDA

**DKSH Japan K.K.
Date: August 10, 2011**

DKSH, the leading Market Expansion Services provider with a focus on Asia, surpassed LAUDA’s sales expectations in 2010, and continues to achieve the best sales result to date for LAUDA in Japan. In acknowledgement, LAUDA, an internationally acclaimed thermostatic equipment maker, has presented DKSH Japan with an award.

Tokyo, Japan, August 10, 2011 – DKSH Japan has been LAUDA’s Market Expansion Services partner since October 2009. Already in 2010, DKSH had significantly grown sales of LAUDA’s laboratory equipment in Japan, and continues to exceed sales expectations in 2011. Recognizing DKSH’s achievement, LAUDA has honored DKSH with an award as the “new agency with outstanding sales success”.

This accomplishment is attributed to DKSH Japan’s proactive and professional approach in marketing, selling, and promoting LAUDA’s market leading thermostatic equipment, including actively participating at industry-leading and nation-wide trade fairs and conferences. In addition, Lauda’s customers are relying on DKSH’s highly reliable after-sales services, where all requests are promptly and competently handled. By expanding the usage of LAUDA’s thermostatic equipment into new application areas in Japan’s pharmaceutical and fine chemical industries, DKSH effectively broadened the customer base for the company.

Dr. Gunther Wobser, Managing Director at LAUDA, stated: “Business is about people. From our partnership with DKSH in other countries such as Thailand, we know DKSH to be a dynamic and customer-centric company. After our meeting with DKSH Japan, we were convinced that they will also deliver us first-class services with passion and commitment. We can rely on their deep industry expertise and profound market knowledge, and we look forward to continuing our successful partnership.”

Dr. Peter Kaemmerer, President of DKSH Japan, added: “From the beginning, we were confident that LAUDA’s high-quality thermostatic equipment and systems had excellent growth potential. We are proud that we have constantly exceeded their expectations and I am pleased to receive this award on behalf of DKSH Japan. We thank LAUDA for their confidence and trust in DKSH, and look forward to continue helping LAUDA further grow its market.”

About LAUDA

With more than 350 employees, more than EUR 60 million in annual turnover, and seven foreign subsidiaries, LAUDA is the global leader in

the manufacture of innovative thermostatic equipment and systems for science, application technology and production, as well as for high-quality measuring devices. With more than 50 years of experience and a unique product portfolio ranging from compact laboratory thermostats to industrial circulation chillers, to customized heating and cooling system projects with more than 400 kilowatts of cooling power, LAUDA is the only company that can guarantee optimized temperature throughout the entire value-added chain for its 10,000 plus customers worldwide.

In the semi-conductor industry, all the renowned manufacturers and suppliers place their trust in LAUDA thermostats and heating and cooling systems. LAUDA quality products also enable both the research and mass production of vital medicines. In the growing medical technology market, circulation chillers made by LAUDA cool patients and guarantee safe open-heart surgery. LAUDA industrial circulation chillers provide reliable and cost effective cooling for printing machines, injection molding plants, and laser processing machines equipment. Further principle applications include material inspection, biotechnology and the cooling of laboratory instruments and machines.

About DKSH

DKSH is the leading Market Expansion Services Group with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets.

With 610 business locations in 35 countries – 590 of them in Asia – and over 23,000 specialized staff it is one of the top 20 Swiss companies ranked by sales and employees. In 2010, DKSH generated a Transaction Value of nearly CHF 10 billion.

DKSH's **Business Unit Technology** is the leading provider of Market Expansion Services involving technical solutions for capital investment goods and analytical instruments. DKSH Technology's field of competence includes the manufacturing and production, energy, research, food and beverage, advanced metals, and infrastructure sectors with a service portfolio that includes market entry consultancy, project financing, product planning, marketing, sales, application engineering, product sourcing, and after-sales services.

With 89 business locations in 17 countries and over 1,200 specialized staff, Business Unit Technology generated a transaction value of around CHF 558 million in 2010.

For further information please contact:

DKSH Japan K.K.

Takashi Hasegawa, Media Relations
3-4-19 Mita Minato-ku, Tokyo, 108-8360

takashi.hasegawa@dksh.com
Phone 03-3767-4508
Fax 03-5471-0981
www.dksh.jp/lauda