

Press Release

**Market-leader helps the nation's schools move towards clean energy**

## **KYOCERA Installed Solar Power at Over 1,200 Schools in Japan**

**Kyoto/ Neuss, 4 February 2011 — Kyocera Corporation announced that it has proudly installed over 1,200 solar power generating systems at public schools in Japan — ranking Kyocera as the No.1 supplier in this domestic market segment. The use of solar power at schools in Japan has grown exponentially in recent years with the government's "School New Deal" initiative, which aims to broadly enrich the nation's educational facilities.**

As part of the economic crisis countermeasures set forth in 2009, the School New Deal initiative advocates for the fundamental reform of facilities to promote schools that have the appropriate educational environment for the 21<sup>st</sup> Century. Specifically, the initiative plans to promptly pursue higher earthquake-resistant building standards and to utilize solar power generation under the broader concepts of eco-friendly and ICT\* enhancements.

In April 2009, the Ministry of Education, Culture, Sports, Science and Technology set a target of increasing the number of public elementary, middle and high schools with solar power installations to 12,000.

Since the start of the School New Deal initiative, the number of schools Kyocera has supplied to has increased dramatically, with

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over 1,200 schools in the country now utilizing the power of the sun with Kyocera modules. In the market for school installations in Japan, Kyocera holds the No.1 share with over 40%. Kyocera believes that this market share is a direct result of the company's reputation for supplying highly reliable products and its ability to provide engineering services on a case-to-case basis for rapid implementation.

Use of solar power at schools is part of the larger trend of growth in the public- and industrial-use solar power market in Japan, which has expanded by roughly 3.6-times\*\* in the 5-year period from FY2005 to FY2010. As solar power generating systems in this market segment typically require a diverse range of systems to optimize performance depending on the specific site, Kyocera's business model in Japan is able to apply its design and installation technologies which have been cultivated through the company's many years of experience in the solar industry.

Kyocera will continue to strive for the further implementation of clean energy solutions at schools by using the company's strengths which have been developed over its 35-year history in the solar industry.

\* ICT: Information & Communications Technology (ex. PCs, electronics, LAN cables, etc.)

\*\* Based on data from the Japan Photovoltaic Energy Association (JPEA)

**For more information about [Kyocera Solar Energy](http://global.kyocera.com/prdct/solar/)**

**(<http://global.kyocera.com/prdct/solar/>)**

**Learn about solar energy at the "[Solar Power Expo](http://global.kyocera.com/solarexpo/)" Web site**

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### About Kyocera

Headquartered in Kyoto, Japan, the Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which comprises 213 subsidiaries (April 1st, 2010), are information and communications technologies, products to increase the quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide.

With a workforce of about 63.000 employees, Kyocera posted net sales of approximately €8.59 billion in fiscal year 2009/2010. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, fineceramic products and complete solar systems. The corporation has two independent companies in the Federal Republic of Germany: the Kyocera Fineceramics GmbH in Neuss and Esslingen and the Kyocera Mita Deutschland GmbH in Meerbusch.

The company also takes a lively interest in cultural affairs. The Kyoto Prize, one of the most prominent international awards, is presented each year by the Inamori Foundation, once established by Kyocera founder Dr. Kazuo Inamori, to individuals and groups worldwide for their outstanding human achievement (converted at present €435.000 per prize category).

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