

December 13, 2007

Notice Concerning the Launch of Comfort-Creating Materials

Sumitomo Osaka Cement Co., Ltd. (Chiyoda-ku, Tokyo; President: Yutaka Watanabe) today announces the planned launch of Comfort-Creating Materials in January 2008. The term Comfort-Creating Material can be generally applied to products, including construction materials and systems, that add “comfort” to housing and the city environment. Through these products, the Company is helping to realize a comfortable and relaxing environment for both mind and body, whatever your lifestyle.

1. Basic Concept

Sumitomo Osaka Cement will offer systems that contribute positively to the environment on a regional level, through such as the improvement of public facilities and preservation of nature, while providing products to enhance the quality of condominium and single-unit home living environments. The purpose of our efforts is to offer integrated products as part of solution systems that help create comfortable lifestyles characterized by coziness, beautification and security. To this end, we are leveraging manufacturing technologies accumulated through our unique business development in such fields as cement and concrete.

Each of our Comfort-Creating Materials products is based on the concepts of (1) adding functions that increase the comfort of living spaces, (2) providing a high level of security both during installation and while the product is in-service, (3) ease of installation using regular tools and (4) applicability to extension or reconstruction work as well as in the new construction of buildings.

2. Product Lineup

Sumitomo Osaka Cement offers a lineup of products for various purposes, including raising comfort, residential beautification, safety assurance, crime prevention and human health promotion through the regulation of humidity and elimination of odor. Comfort-Creating Materials utilized for the interiors and exteriors as well as outdoor facilities of condominiums

and single-unit homes, will help improve living environments.

The Company positions products that contribute to water quality, the elimination of the heat island phenomenon, noise reduction and city beautification in the regional environment improvement sector, proposing solution systems to reduce environmental burdens.

Furthermore, Sumitomo Osaka Cement will strive to enhance the lineup by promoting the development of products that meet the Company's concept.

3. Marketing Channels

In principle, Comfort-Creating Materials will be available to housing development companies, builders, construction material companies and construction companies through Sumitomo Osaka Cement's franchise shores nationwide. In addition, the Company will offer a mail-order system for packaged products.

4. Our Situation

The Company is carrying out its Medium-Term Management Plan for fiscal 2006–2008 in pursuit of business expansion. As a part of its business expansion, Sumitomo Osaka Cement launched a New Business Development Project Team in October 2005 to commercialize Comfort-Creating Materials. In June 2007, the Company established the Comfort-Creating Materials Group in its Cement-Related Products Division, integrating all housing and construction-related products handled by multiple divisions and enhancing the new product lineup.

The Comfort-Creating Material business will be the New Business Development Project Team's first assignment.

Attachment:

Comfort-Creating Material Product and System Lineup

(1) Products with functions that raise comfort

<u>Eco Carpet:</u>	Greening base materials for rooftops and verandas
<u>Magical Cloze:</u>	Moisture-exchange regulating materials for storerooms and storages
<u>Ray Barrier:</u>	Heat and ultraviolet light shielding film for windows

(2) Products with functions that enhance beauty

<u>Tough Max:</u>	Anti-fouling agent for exterior walls
<u>Kokemon:</u>	Moss and algae prevention agent for exterior walls
<u>Whitening Solve:</u>	Mold removing and prevention agent for both interior/exterior use
<u>Concrete Dressing Method:</u>	Concrete dressing agent for exterior use

(3) Products with functions that ensure security

<u>Suberan Top Soft/Hard:</u>	Slip-resistant agent for interior/exterior floors
<u>Bou Pathfinder:</u>	Residential security system
<u>Astro Garden:</u>	Crime-prevention artificial turf for exterior use

(4) Products with functions that enrich health

<u>Magical Fine:</u>	Under-floor moisture-exchange regulating material
<u>Magical Life:</u>	Moisture-exchange regulating plaster for interior use
<u>Hakurimon:</u>	Water-based stain/mold/dirt remover for concrete

(5) Products with functions that improve regional environments

<u>All Dash Zi-ma:</u>	Water purifying and deodorant system
<u>Graffiti Remover/ Prevention Agent:</u>	

Graffiti and poster elimination system

Heat-Resistant Pavement Materials and Porous Concrete Pavement System:

Functional pavement system