

June 29, 2010

Notice Concerning Business Segments

The Company has decided to change industry segment information in accordance with Accounting Standards Codification (“ASC”) 280, “Segment Reporting,” issued by the U.S. Financial Accounting Standards Board (“FASB”). We will explain business results based on the new business segments from the annual securities report for the fiscal year ended March 31, 2010, which was electronically filed today with the Financial Services Agency.

In future, we will disclose and explain the Company’s operating results based on these new segments. An outline of the business segment changes is as follows:

(New Segments)

Classification	Constituent Main Businesses
Passive Components *	Ceramic capacitors, Inductive devices (coils and transformers), High-frequency components, Piezoelectric materials and circuit protection components, Aluminum electrolytic capacitors, Film capacitors, Sensors
Magnetic Application Products	Recording devices, Power supplies, Magnets, Recording media
Others	Energy devices (Rechargeable batteries), Mechatronics (Production equipment)

*The businesses of EPCOS AG and its subsidiaries have been allocated to similar businesses in the Passive Components segment.

(Previous)

Classification	Constituent Main Businesses
Electronic Materials & Components	Ferrite cores, Rare-earth magnets, Ferrite magnets, Multilayer ceramic chip capacitors, Inductive devices (coils and transformers), High-frequency components, Power supplies, Sensors, Piezoelectric materials, HDD heads, HDD suspension assemblies, Anechoic chambers, Energy devices (Rechargeable batteries), Mechatronics (Production equipment), EPCOS products
Recording Media	Tape-based data storage media for computers