

Sojitz Corporation

Sojitz Launches the “HORIZON” Group Magazine (in-house newsletter)

(Japan, April 16, 2004)--Sojitz Corporation will publish the first issue of the “HORIZON” group magazine in order to communicate the ‘passion’ and ‘excitement’ of both the management and employees of the group, and to support maximization of the synergistic effects resulting from the merger.

“HORIZON”, which will be launched on April 16, contains articles conducive to image forming and enhancement of the ‘Sojitz brand’. “HORIZON” will help group employees to understand and absorb the ‘essence of Sojitz’.

The word “HORIZON”, which represents the ‘edge of the earth’, is a motif of the “Global Arrows” Sojitz group symbol. “HORIZON” implies the ‘broadening of perspective’, the ‘strengthening of lateral linkages’ and the ‘creation of a new trading company’, and gives a sense of ‘widening’.

‘HORIZON’ will communicate, in a lively manner, the attitude of the group employees who create the ‘Sojitz brand’, and will express real-life Sojitz. For the purpose of enhancing such effects, the magazine will introduce many of the ‘people’ assets of the Sojitz Group, and it is planned for about 20 group employees to appear in each issue of the magazine. In addition, ‘HORIZON’ will consist mainly of interview-based articles, instead of contributed articles.

The magazine format will be B5 in paper size so as to create a personalized attachment. The basic typographic style to be used will be horizontal, with vertical text also being partially used for layout and design reasons. 3,200 copies of the magazine will be issued and distributed to Sojitz employees and major group companies.

“HORIZON” will initially be published bimonthly, gradually shifting to monthly publication. No specific date of issue has been set, and each publication will be

issued respectively at a 'meaningful time'. This will enable the magazine to secure 'timeliness' while being a bimonthly publication. Since the magazine will communicate 'what needs to be communicated' at the right time, there is no set number of pages, with each issue having about 16 to 24 pages. Issue numbers will be consecutive, for example "HORIZON 1" and "HORIZON 2", so as to foster the feelings of 'establishing our new company (group)' and of 'moving step by step'.

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