

June 11, 2012

Sojitz Corporation  
Sojitz General Merchandising Corporation

## **Sojitz GMC Signs Agreement to Sell EASTPAK Casual Bags The Bags, Loved Around the World, Convey Sense of Authenticity**

Sojitz General Merchandising Corporation, a Sojitz Group company and wholly-owned subsidiary of Sojitz Corporation that handles luggage, footwear, and other consumer goods, entered into an exclusive import and sales rights agreement with U.S.-based V.F. Corporation for EASTPAK brand bags in the Japanese market.



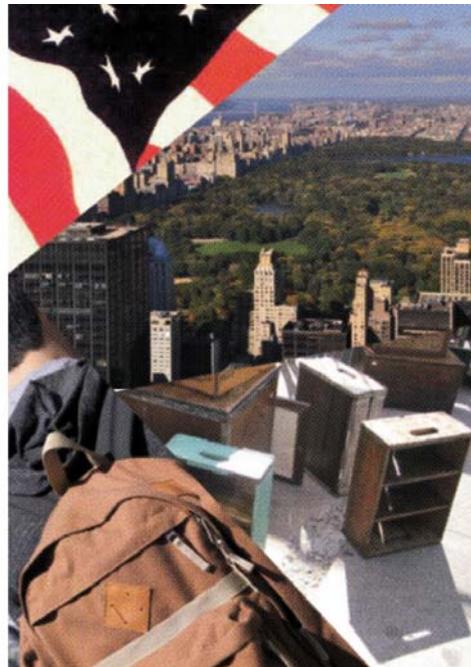
**BUILT TO RESIST™**

The EASTPAK day bag traces its roots back to the rucksacks of the American army and have been a favorite of young people around the world for more than 30 years. EASTPAK was also the first bag brand to create a collection of bags that incorporate novel and trendy colors using material with printed patterns. In addition to a high degree of attention to design, EASTPAK uses durable and highly waterproof material to establish a bag brand that focuses on design, color, material, and functionality and conveys a sense of authenticity.

Sojitz GMC handles a wide range of consumer goods including Admiral and Reef brand shoes and TITAN and DotDrops brand suitcases. In addition to import and sales, Sojitz GMC also conducts original product planning and promotion designed to draw out brand histories and concepts to the greatest degree possible.

EASTPAK collaborates with famous European and American designers on design concepts based in music, fashion, arts, and sports. As an urban lifestyle brand that expresses individuality, EASTPAK provides bags ideal for use in a wide range of settings including urban applications and outdoor use.

Sojitz GMC will begin selling EASTPAK brand bags to nationwide sports shops, select shops, bag shops, variety shops, and other retail channels. The core retail prices are planned to be in the 5,700 yen to 6,600 yen range (excluding consumption taxes). Sojitz GMC will actively expand sales channels to include apparel and other shops in the future and aims to achieve sales of 1 billion yen (on a retail basis) by 2015.



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