

**Joint event by TRAVELER'S notebook & company and "merci"
"CARNETS DE VOYAGE"**

-- TRAVELER'S notebook at "merci" --

Time: Friday, June 22nd through Tuesday, August 14th, 2012

Place: "merci" (Le Marais, Paris)

Designphil Inc. is a design company with its headquartered in Shibuya, Tokyo, whose president (CEO) is Ichiro Aida. Its corporate mission is to create designs that facilitate communication, put more joy into people's lives, and suggest new lifestyles.

Now, Designphil Inc. has announced a joint event with "merci," a world-famous specialty store in Paris, France, named **"CARNETS DE VOYAGE" -- TRAVELER'S notebook at "merci."** This joint event by TRAVELER'S notebook & company and "merci" is to be held in Le Marais, Paris, from Friday, June 22nd through Tuesday, August 14th, 2012. The collaborative event is the third in the series of user events outside Japan for "TRAVELER'S notebook," a hot seller product of "MIDORI," a product brand of Designphil Inc.

"TRAVELER'S notebook" debuted in March 2006 with the product concept of "a notebook to accompany the user on his/her every day journey through life." Although the notebook has a simple and natural texture, the user can customize it to his/her own taste. Thus, the longer he/she uses it, the notebook "grows with the user" to best suit the way he/she uses it. This special feature has made the notebook a hot seller among men and women of all generations and walks of life. And now, the notebook has found users not just in Japan, but in many countries and regions of Asia and beyond. Total worldwide shipments reached some 230,000 units, as of the end of May 2012. Also, last October, its flagship store, "TRAVELER'S FACTORY," opened. The store has already attracted numerous visitors from Japan and abroad.

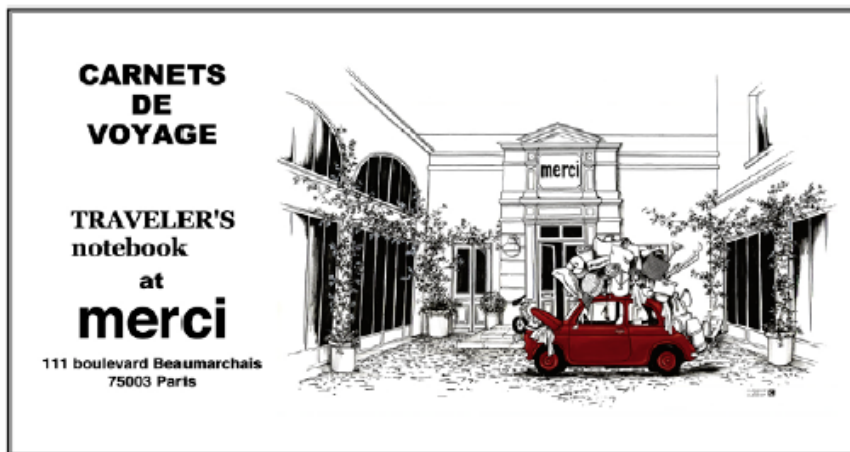
Last year, notebook's user events were held in South Korea and Hong Kong. This summer, the third event of the series takes place in Europe. Soon, the full tourism season will begin in Paris. The European partner of TRAVELER'S in this coming event, "merci," a specialty item store, is one of the trendiest places in Paris. Under the banner of "travel," the event should provide an opportunity for travelers from all over the world, as well as Parisians, to experience the world of "TRAVELER'S notebook & company" and the joys the notebook can bring to its users.

During this event, the "merci" store will run a special section dedicated to TRAVELER'S notebook & company. The section will exhibit and sell "BRASS PRODUCTS," "Spiral Ring notebooks," "customizable items," and so on, in addition to, needless to say, the "TRAVELER'S notebook."

On top of all this, the event offers an "event-only" product, the "merci Collaboration Sticker". Of course, "merci" means "Thank You" in French. "merci" and TRAVELER'S notebook & company

worked together to create this sticker with the message that it is important to say a sincere “Thank You” for beautiful travel encounters and other acts of kindness by others.

The special section also features a stamp table where you can customize your own TRAVELER’S with an original “merci x TRAVELER’S FACTORY” stamp designed exclusively for this event, as well as some other things.



To commemorate the joint event with “merci,” a world-famous specialty item store!

This Paris event does not stand alone. Beginning in early July, TRAVELER’S FACTORY too will host a special event. A limited number of the “merci Collaboration Stickers” will be on sale there. The “merci x TRAVELER’S FACTORY” collaboration stamp table will be there. And the second floor of the flagship store will feature a photo exhibition entitled “TRAVELER’S notebook at merci,” to show how the event is going at “merci”, Paris.

Also, scenes from the Paris event are to be shown on the official website of TRAVELER’S notebook (www.midori-japan.co.jp/tr), Facebook (www.facebook.com/travelersnotebook), and Twitter. More information on the special event at TRAVELER’S FACTORY is given on the store’s website (www.travelers-factory.com).

<Outline of Paris Event>

▪ Name of event

Joint event by TRAVELER’S notebook & company x merci
“CARNETS DE VOYAGE” -- TRAVELER’S notebook at “merci”
“CARNETS DE VOYAGE”

French for “diary / travel notebook”. More broadly, the phrase can also refer to travelogues and those literary travel works by A. Rimbaud and C. Baudelaire.

▪ Place

merci, Le Marais, Paris, France
111 boulevard Beaumarchais 75003 Paris, France
www.merci-merci.com



merci

▪ **Time of event**

Friday, June 22nd through Tuesday, August 14th, 2012

Open 10:00am to 7:00pm, Monday through Saturday. * Closed on Sundays

▪ **Major features**

> The “merci” store will set up a special section dedicated to the TRAVELER’S notebook & company. It will exhibit and sell the TRAVELER’S notebook, stationery items to customize your TRAVELER’S notebook, BRASS PRODUCTS, Spiral Ring notebooks, Kraft Envelopes, and the “customizables” newly released this spring.

> Stamp table, where you can customize your own TRAVELER’S with an original “merci x TRAVELER’S FACTORY” stamp designed exclusively for this event, as well as some other things

> The “merci Collaboration Sticker,” specially created in collaboration with merci for this event



“merci x TRAVELER’S FACTORY”
original stamp



“merci Collaboration Sticker”

About “merci”

“merci” is a specialty item store which opened in Le Marais, Paris, in March 2009. Its entire staff remodeled the remains of a wallpaper factory from the 1850s to create this store which carries special items of numerous kinds ranging from fashion, interior, and miscellaneous items to articles for daily use, and so on. The store also runs a café and a florist’s shop. Its founders, Mr. and Mrs. Cohen, who are also the founders of “Bonpoint,” were looking for something they could do to help the society, and decided to launch “merci”. Thus, the store works on the principle that part of its profits must be donated to charity organizations taking care of unfortunate children. The specialty item store, which since December 2009 has been carrying the TRAVELER’S notebook and BRASS PRODUCTS, appreciates their design and concept. When you visit “merci”, walk through the yard with its icon, a red Fiat, and open the door to the high-ceiling main entrance. There, you will find a fashionable, bright, and happy space – this is Paris! Indeed, “merci” is one of the trendiest places in the city.

*TRAVELER’S COMPANY www.travelers-company.com

*TRAVELER’S FACTORY www.travelers-factory.com