

New, handy refills debut for TRAVELER'S notebook!

**TRAVELER'S notebook Refill
023 Film Pocket Sticker, 022 Sticky Notes**

TRAVELER'S notebook Passport Size Refill 012 Sticky Notes,

Available from Thursday, March 13, 2014

Designphil Inc. is a design company with its headquarters 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 the release, under its product brand name "Midori," of two new types of refills to "TRAVELER'S notebook" and "TRAVELER'S notebook Passport Size," hot-seller notebooks appreciated by those who spend each and every day on the journey of life. One is "Sticky Notes" exclusively for TRAVELER'S, which provides handy indices and memo cards [680 yen plus tax for the regular size; 480 yen plus tax for the passport size], and the other is "Film Pocket Sticker," card-sized stickers with a pocket made of transparent film [300 yen plus tax] (*), which will go on sale on Thursday, March 13, 2014.

Our "TRAVELER'S notebook" and "TRAVELER'S notebook Passport Size" enjoy use and appreciation by a very broad range of men and women, from students to the elderly, who customize them as they want to, as "notebooks to accompany their journeys through life." Our flagship store, TRAVELER'S FACTORY, has welcomed countless customers visiting from both Japan and abroad.

Now, in addition to the existing customization items available, we have two new items: s "Sticky Notes" (for regular and passport sizes), which is made exclusively to fit into your "TRAVELER'S notebook" and "TRAVELER'S notebook Passport Size" just right, and "Film Pocket Sticker" (for regular size), which are card-sized stickers with a pocket of transparent film to create a "photo album" page easily just by pasting them onto a page of your "TRAVELER'S notebook".

s "Sticky Notes" for regular size contains 8 types of sticky paper, 30 pieces each, including slim pieces that serve as indexing aids, ones with a frame to carry a message or a memo, and ones with sections, nice for writing down a brief message or making a list. For passport size, a package contains 30 pieces each of one card-sized type and four slim types. This product comes with a polypropylene cover which stays nicely in place with a TRAVELER'S notebook's rubber band or a customization rubber band. Take your TRAVELER'S and s "Sticky Notes" with you, and you can use them any time you want to.

"Film Pocket Sticker" is a card-sized sticker with a pocket made of transparent film, which can be used as a file to contain names and other cards. You can paste it anywhere, and lay out a page with a pocket as you want to. For instance, make the left page a container of cards and the right page a memo space, or put photo cutouts, tickets, or receipts into a pocket, and write down your memories and records in the space around it. One package contains 18 pockets.

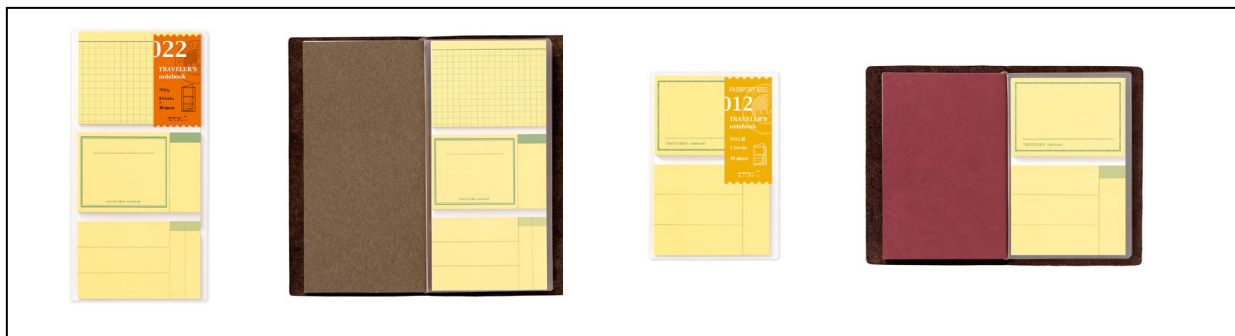
We are expanding our lineups of customization items, to let you enjoy customizing even more, in more diversified ways. Beginning on Tuesday, February 4, more detailed information on these items will be available on our official website, www.midori-japan.co.jp/tr/.

(*) The prices shown are all suggested retail prices.



New refill items to "TRAVELER'S notebook"!

[Product Outline]



“Sticky Notes”



“Film Pocket Sticker”

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|---------------------------|--|
| Name | “TRAVELER’S notebook Refills” |
| Item category | “Sticky Notes” |
| Size of main body Details | For regular size: H210×W108mm, 8 sizes, 30 pieces each For passport size: H124×W87mm, 5 sizes, 30 pieces each |
| Material | Sticky pieces: Paper Cover: PP |
| Suggested retail price | For regular size: 680 yen plus tax For passport size: 480 yen plus tax |
| Item category | “Film Pocket Sticker” |
| Size of main body Details | H223×W110mm, 18 pockets (name-card-size) |
| Material | PET |
| Suggested retail price | 300 yen plus tax |
| Market launch | To be launched in sequence beginning on Thursday, March 13 th , 2014 |

(*) The release date may differ depending on the store.

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

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