

**Your thoughts in the “margin” ---  
A diary to fire your imagination and inspiration  
“MD Notebook Diary”  
“MD Notebook Diary 1Page Per Day”  
2016 Editions to go on sale  
On Thursday, August 6<sup>th</sup>, 2015**

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

On Thursday, August 8th, 2015, our product brand, MIDORI, will release the 2016 editions of “MD Notebook Diary” and “MD Notebook Diary 1Page Per Day.” These are the diary versions of “MD Notebooks,” the brand’s quality notebooks designed and made for the maximum comfort in writing, and will come in four sizes for “MD Notebook Diary”: Small paperback size - 900 yen plus tax; Pocket paperback size - 1,000 yen plus tax; A5 size - 1,100 yen plus tax; and A4 size variation - 2,000 yen plus tax, as well as two sizes for “MD Notebook Diaries 1Page Per Day”: Small paperback size - 2,300 yen plus tax; and A5 size - 3,500 yen plus tax (\*).

“MD Notebook” is a product series featuring “MD (Midori Diary) paper,” an original quality writing paper we developed in the 1960s and have been improving ever since, for the maximum comfort in writing. Their cream-colored pages are gentle to the eyes, and even fountain pen ink does not easily bleed or penetrate to the other side. Also, thanks to the special binding, the notebooks open up flat, for the best ease of writing. Their simple designs make the most of their quality materials, and all these features have won countless users to the notebook series who insist on the best comfort in writing, ever since its release in 2008.

“MD Notebook Diary,” based on the “MD Notebook,” consists of monthly scheduling pages of square blocks, 2-page spreads broken into eight sections by horizontal rules, which are nice for weekly scheduling, and unruled pages for scribbling. The monthly scheduling pages have ample margins around the blocks, where you can scribble down memos, ideas and make drawings as well. The diary as a whole is rich in empty spaces, ideal for those who want to write and draw things as they want. The diary comes with an index sticker which you can paste to the spine, and a name sticker on which you can write your name, signature, or the date you began using it to be pasted on the diary’s endpaper or front. The diaries are available in the same sizes as the “MD Notebooks” – small paperback, pocket paperback, A5, and A4 variation.

“MD Notebook Diary 1Page Per Day” consists of monthly scheduling pages, similar to those of “MD Notebook Diary,” and 385 free pages. Each free page contains a vertical scheduling section which covers from 8 am to 24 midnight, and seven dots to help you write down your to-do list by hour, and this format is nice and flexible for scheduling. The product also serves as a diary, with a lot of margin on each page, where you can write down what you experience, both factually and emotionally, every day. Dates are not printed, and you can use the pages freely within the year. The diary’s spine has the year engraved on it. It also comes with 12 index stickers with numbers from 1 through 12, so you can easily find which pages correspond to which month. The diary can turn into a dictionary of your own memories.

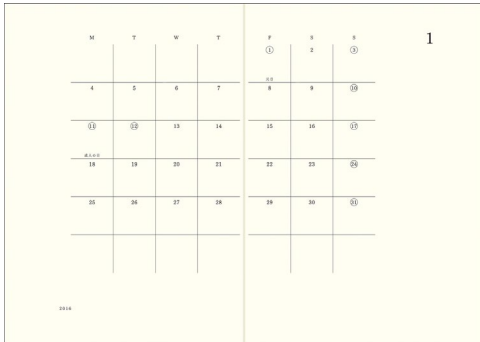
Set to the simple and easy format, the diary should win your fervent praise the longer you use it.

(\*) All the prices shown here are suggested retail prices.



Simple and easy-to-use diaries stimulating the creativity of the user

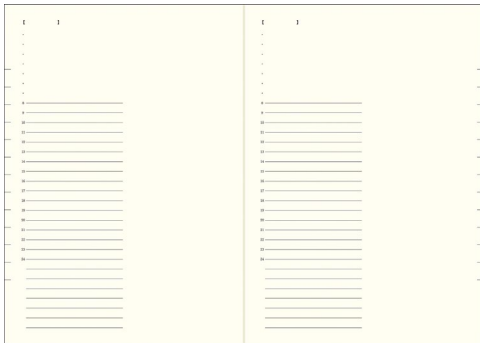
**[Products Outline]**



**“MD Notebook Diary”**

Monthly scheduling pages (for December 2015 through January 2017)

- The scheduling square blocks are surrounded by a broad margin, where you can write down memos, ideas, etc., and make drawings.
- Two-page spreads are divided into eight sections by horizontal rules, to facilitate weekly scheduling (seven days plus a memo section)
- On the unruled pages, you can write down what fires your imagination and inspiration as you want to.
- An index sticker can be pasted on the spine, and a name sticker on which you can write the date you began using it can be pasted on the endpaper or front.



**“MD Notebook Diary 1Page Per Day”**

Monthly scheduling pages (for December 2015 through January 2017)  
+ A free page for each day

- The large margin can accommodate your experiences and emotions of each day, like a diary.
- The vertical scheduling section for 8 am to 24 midnight allows you to schedule your activities every day.
- The seven dots are helpful as you write down your to-do list, or they can be used for the hours from 1 am to 7 am.
- Each page has a scale on its edge, so that you can neatly paste the accompanying index stickers.
- You can write horizontally in the right-side margin of the page, as the rules on the other side of the previous page are slightly visible.
- The spine has the year engraved on it.

Name	MD Notebook Diary
Size	Small paperback size: H148×W105×D10mm Pocket paperback size: H175×W105×D10mm A5 size: H210×W148×D10mm A4 size variation: H275×W210×D10mm
Pages	2 pages of annual calendar / 28 pages of monthly scheduling (for December 2015 through January 2017) / 113 eight-section memo pages (7mm between two rules) / 32 unruled pages ... 175 pages in total
Specification	Cover: Wrapped in paraffin paper Writing pages: MD (Midori Diary) paper Binding: Thread-stitched, bookmark string attached Accessory: Index stickers
Suggested retail price	Small paperback size: 900 yen plus tax Pocket paperback size: 1,000 yen plus tax A5 size: 1,100 yen plus tax A4 size variation: 2,000 yen plus tax
Name	MD Notebook Diary 1Page Per Day
Size	Small paperback size: H154×W112×D23mm A5 size: H216×W157×D23mm
Pages	2 pages of annual calendar / 28 pages of monthly scheduling (for December 2015 through January 2017) / 385 daily pages ... 415 pages in total
Specification	Covers: PVC Writing pages: MD (Midori Diary) paper Binding: Thread-stitched, two bookmark strings attached Accessory: Index stickers (12 with a number, 12 with blank)
Suggested retail price	Small paperback size: 2,300 yen plus tax A5 size: 3,500 yen plus tax
To go on sale on	Thursday, August 6 <sup>th</sup> , 2015, and later

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

\* Designphil Inc. [www.designphil.co.jp/english](http://www.designphil.co.jp/english)

\* MIDORI Company/ Designphil Inc. [www.midori-japan.co.jp/english](http://www.midori-japan.co.jp/english)

\* “MD PAPER PRODUCTS” [www.midori-japan.co.jp/md/en](http://www.midori-japan.co.jp/md/en)