

March 25, 2016
Designphil Inc.

**A Chance to Win TRAVELER'S notebook White Edition and Other
10th Anniversary Items!**
TRAVELER'S notebook 10th Anniversary Present Campaign

March 25, 2016 – March 1, 2017

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.

This time, Designphil's product brand TRAVELER'S COMPANY – a group making products including TRAVELER'S notebook that makes people travel through their daily lives – will be hosting a present campaign for people who purchased “TRAVELER'S notebook Mini 10th Anniversary Can Set.” This is to celebrate the 10th anniversary of TRAVELER'S notebook, and will be hosted from Friday March 25, 2016 to Wednesday March 1, 2017.

On March 2016, TRAVELER'S notebook has experienced 10 years of history since its launch in 2006 with a core message of “traveling through one's daily life.” Today, fans from both Japan and various other countries use this notebook as their partner when traveling.

To express appreciation to the users who have used this product, “TRAVELER'S notebook Mini 10th Anniversary Can Set” was made, and for people who purchased this set, there will be a present campaign.

By sending the postcard included in the set, there is a chance of winning “TRAVELER'S notebook White Edition” (30 people), “TRAVELER'S notebook 10th Anniversary Edition” (30 people), “BRASS Ballpoint Pen 10th Anniversary Edition” (100 people), and “Tenugui (Japanese hand towel) 10th Anniversary Edition” (100 people).

“TRAVELER'S notebook White Edition” was a prize for the very first post card campaign in 2007, and there were many voices from the users where they wanted it to be productized. This will be a limited reproduced version to celebrate the 10th anniversary. “TRAVELER'S notebook 10th Anniversary Edition” and “BRASS Ballpoint Pen 10th Anniversary Edition” will be a limited item with a 10th anniversary logo being applied. “Tenugui (Japanese hand towel) 10th Anniversary Edition” is made in a factory located in a historical district of Tokyo, where traditional processing method is applied in the manufacturing and dyeing process.

In order to apply for this campaign, please use the post card included in “TRAVELER'S notebook Mini 10th Anniversary Can Set.” On the post card, please pick one of your favorite items and write down the required information, paste a post stamp, and send it by mail. The application period will be from Friday March 25, 2016 to Wednesday March 1, 2017 (a postmark on March 1, 2017 is accepted), and the items are planned to be sent on April 2017.



A Chance to Win TRAVELER'S notebook White Edition and Other 10th Anniversary Items!

On the post card used to apply for the campaign, there is a space to write down a message towards the 10th anniversary of TRAVELER'S notebook. The messages written will be introduced on the official website of TRAVELER'S COMPANY.

We look forward to seeing the passionate messages sent from our users.

For details of the campaign, please refer to the official website of TRAVELER'S COMPANY.
(www.travelers-company.com)

[Details of the Campaign]

Name of the Campaign

TRAVELER'S notebook 10th Anniversary Present Campaign

Through lottery, there is a chance for 260 people to win "TRAVELER'S notebook 10th Anniversary Limited Items."

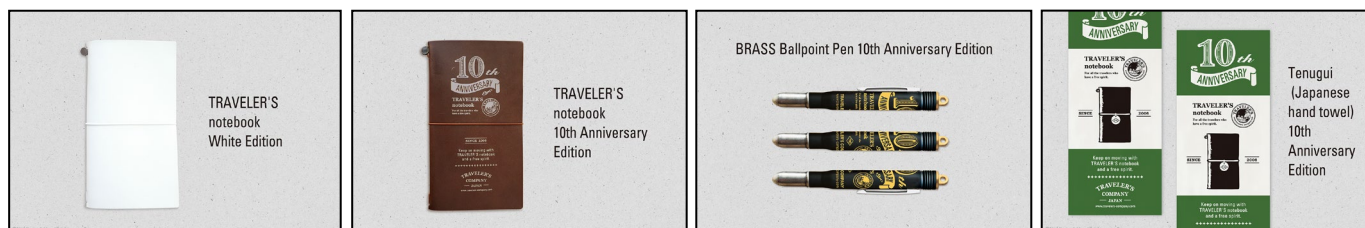
Contents of the Present

TRAVELER'S notebook White Edition ... 30 people

TRAVELER'S notebook 10 Anniversary Edition ... 30 people

BRASS Ballpoint Pen 10th Anniversary Edition ... 100 people

Tenugui (Japanese hand towel) 10th Anniversary Edition ... 100 people



Application Period

Friday March 25, 2016 to Wednesday March 1, 2017 (a postmark on March 1, 2017 is accepted)

The items are planned to be sent on April 2017.

Winners will receive the item without prior announcement.

Application Details

Please use the post card included in "TRAVELER'S notebook Mini 10th Anniversary Can Set." On the post card, please pick one of your favorite items and write down the required information, and paste a post stamp and send it by mail. Through the lottery, there is a chance for 260 people to win "TRAVELER'S notebook 10th Anniversary Limited Items."

On the post card, there is a space to write a message. We are looking forward to seeing the passionate message from our users.

Precautions

- We will not accept other types of application form, and please note that we will not accept applications using other post cards.
- Please write down all the information in English.
- The transfer of the right to win the prize to another person is strictly prohibited.
- Winners will receive the items without prior announcement.
- The items are planned to be sent on April 2017.
- Since this present campaign will be hosted, there will be no "TRAVELER'S Postcard Campaign" in 2016.

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

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