

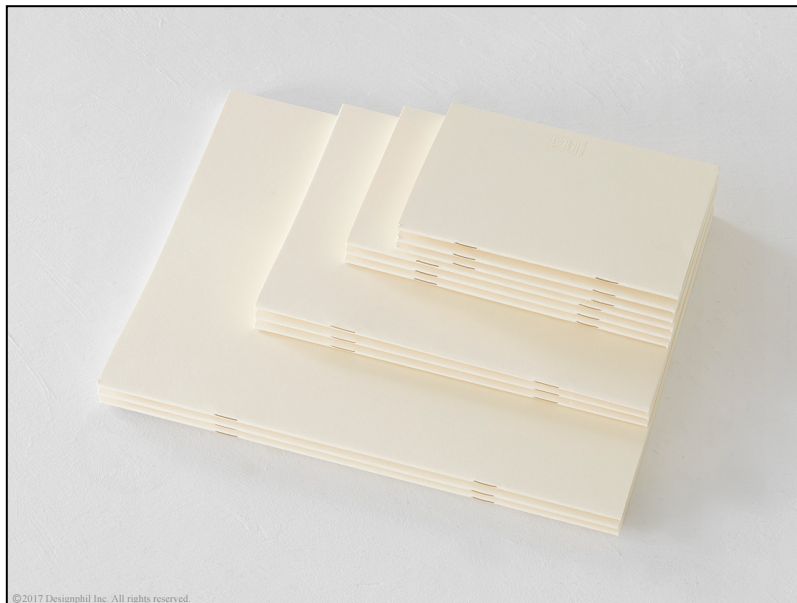
Lightweight for a reason
“MD Notebook Light”
Release date : March 15 (Wed.), 2017

Designphil Inc. (Head Office: Shibuya-ku, Tokyo; President: Ichiro Aida) is a design company that facilitates communication through design, accentuates the fun side of life and offers new lifestyle solutions.

We are pleased to announce a new addition to our line-up of “MD PAPER PRODUCTS”, which features in our popular “Midori” brand of Japanese-made and simple-design paper products that draw on the unique appeal of the paper to focus on the writing experience. The slim and light “MD Notebook Light” is ideal for jotting down inspirational thoughts or images anytime and anywhere in the book. It is available from March 15 (Wed.), 2017 in four sizes of A6:¥500+tax, B6:¥600+tax, A5:¥700+tax, A4 Variant:¥1300+tax* and three types of inside paper: Blank/Ruled Line/Grid. Each size includes a set of three notebooks.

The “MD PAPER PRODUCTS” series was launched in the 1960s using our original “MD paper” that we developed especially for writing in notebooks. In 2008 we launched the “MD Notebook” with a focus on writing comfort using a binding method to open the notebook flat, and featuring cream-colored paper that is soft on the eye and thick enough to resist ink seeping through the other side, even when writing with a fountain pen. The “MD Notebook” is widely loved by many people who savor the experience of writing itself, and have a penchant for a natural appearance that brings out the appeal of the product’s materials.

The new addition to our line-up is the “MD Notebook Light”, a slim and portable notebook you can carry everywhere to quickly jot down your thoughts as they arise. Each set of three 48-page notebooks come in the same size and type. Bound by stitching, the notebooks are designed to be taken wherever you go and filled with words and images. You can use each set to suit your needs, perhaps keeping the “MD Notebook Light” for jotting down inspirational memos and ideas on the go, and then summarizing them in the “MD Notebook”; the range of possibilities is endless!



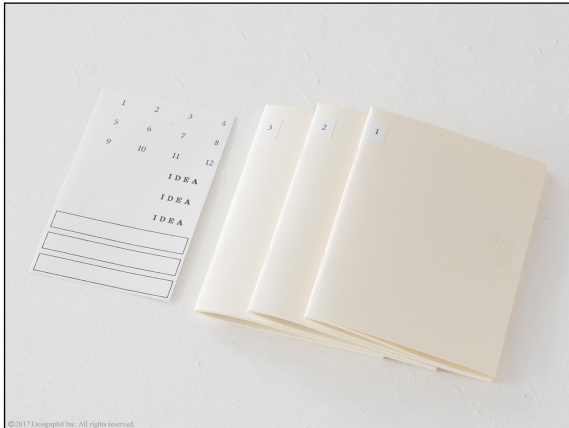
Freely fill your light and slim “MD Notebook Light” wherever you like
with inspirational writing and pictures.

Similar to the “MD Notebook”, the “MD Notebook Light” is available in four sizes of A6, B6, A5 and A4. The three types of inside paper (Blank/Ruled Line/Grid) can be used as required, whether it be for sketching images, writing down ideas, or organizing information using diagrams. The included printed index stickers of numbers 1-12 and phrases such as Idea can be stuck in the notebooks and used in multiple ways to quickly identify what you’ve written and organize the information noted down.

Please refer to the “MD PAPER PRODUCTS” (www.midori-japan.co.jp/md/en) website for further details about the “MD Notebook Light”.

(*) All are suggested retail prices.

【PRODUCT DETAILS】



The books come with index stickers



The “MD Goat Leather Cover “can hold 2 books



Easily use an A4 Variant as well!



Product packaging

*Image shows an A5 size/Blank

| | |
|------------------------|---|
| Series name | “MD PAPER PRODUCTS” |
| Product name | “MD Notebook Light” |
| Specifications | Inside paper: “MD Paper”(Cream) Book binding: Stitching |
| Content | Inside paper: 48 pages Comes with index stickers Set of 3 books |
| Type | 3 types: Blank/Ruled Line/Grid |
| Size | Total 4 sizes: A6 : H148×W105×D3mm B6 Slim : H175×W105×D3mm A5 : H210×W148×D3mm A4 Variant : H275×W210×D3mm |
| Suggested Retail Price | A6 : ¥500+tax B6 : ¥600+tax A5 : ¥700+tax A4 Variant : ¥1300+tax |
| On sale in stores (*) | From March 15 (Wed.), 2017 |

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

*MIDORI Company/Designphil Inc. www.midori-japan.co.jp/english

*MD PAPER PRODUCTS www.midori-japan.co.jp/md/en