

## 90<sup>th</sup> Anniversary Message

Firstly, I would like to express my sincere appreciation for the loyal support of our customers as Janome Sewing Machine marks its 90<sup>th</sup> anniversary this year. Since the company's foundation in 1921, we have overcome a variety of challenges to reach a year of commemorating this achievement. We truly are grateful for the support and encouragement of our customers.



Janome Sewing Machine was founded by Mr. Yosaku Ose in 1921 when he established the Pine Sewing Machine factory in Takinogawa, Tokyo, and manufactured Japan's first domestic sewing machines. In 1935, the manufacture and sales of machines using the brand name "Janome" began. Although this was a time when the import of foreign sewing machines was at its zenith, with many domestic products given foreign names and imitating imported goods, our company retained a sense of pride in domestically produced machines, and chose to use the name Janome.

The name Janome originated in 1929 when the company developed its first machine using the advanced technology of a round bobbin system. The bobbin's round shape was thought to resemble the eye of a snake and so the name Janome, which means eye of the snake in Japanese, was given to this type of machine. By eliminating the problems of thread tension and thread tightness, which were issues in the traditional long-shuttle type machines, the word Janome became synonymous with state-of-the-art, high-class sewing machines from then on.

This confidence in the company's developmental power and products continues to be shared by us at Janome today. High-precision technology—the most advanced for its time—and thorough quality control management are features which make up the "DNA of Janome". Making the very most of our technological capabilities, we strive to expand our business areas, which range from sewing machines to industrial equipment, while fulfilling our business philosophy: "Aiming to enhance the prosperity and creativity of peoples lives around the world" and "Contributing to the enhancement of societies and

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cultures by consistently providing high-value products and services”. From now and into the future, we will anticipate new challenges aiming for further success and development of the company and the provision of products and services which gain the loyalty of our customers.

I look forward to receiving your continued support.

January 2011  
Janome Sewing Machine Co., Ltd.