



For Immediate Release

SATO Wins Awards at World Label Contest for 7th Consecutive Year

Tokyo, Japan, February 21, 2014 – SATO, a leader in barcode printing, labeling, and EPC/RFID solutions, announced today that SATO Printing Co., Ltd., a SATO Group Company that develops and manufactures label products and base materials, has been awarded two first prize awards in addition to the jury's special award across three separate categories at the 25th World Label Contest. This is the seventh consecutive year SATO Printing has received awards.

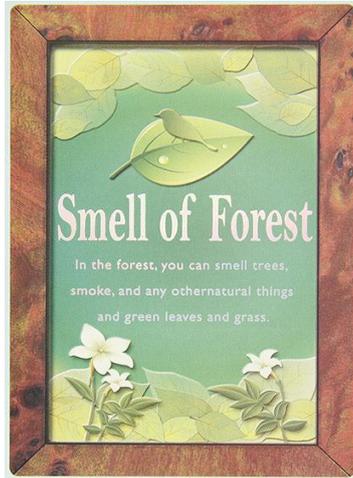
In Brussels in September 2013, the entries, organized by printing method into a total of 22 categories, were evaluated in the areas of design and printing capability by the contest organizing committee. SATO Printing won two awards in the letterpress category, where it received particular praise for its technical capabilities, and one award in the "Coupons/Others – All Printing Methods" category. In addition, the prize-winning label entered in this category is the first label the company has exhibited that was produced using digital printing. SATO received the award in this category partly due to the creativity it showed in using the features of digital printing, such as printing to the back adhesive side of the label, and including one design per layer in the two layers of the front side of the label.

"We are always very happy to see our work recognized at prestigious competitions like the World Label Contest," said Kenji Ushiki, President & CEO of SATO Printing. "To have won awards for the 7th consecutive year is a great honor, and demonstrates SATO's continued commitment to providing its customers with the highest standards in printing and design."

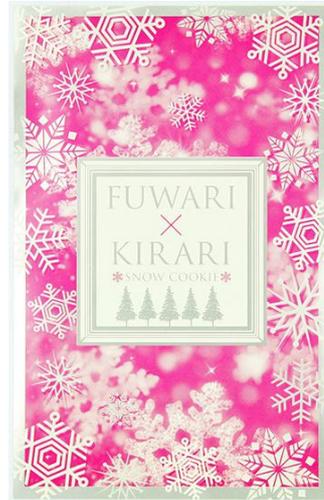
SATO Printing's winning entries can be viewed below.

25th World Label Contest – Winning Entries by SATO Printing

“Smell of Forest” – First Prize
(Color Process, Letterpress Category)



“FUWARI X KIRARI” – Jury’s Special Award
(Tint Laying/Line Drawing, Letterpress Category)



“Natural Mineral Water” – First Prize (Coupons/Others – All Printing Methods Category)



Front (1st layer)



Front (2nd layer)



Back (Adhesive side)



About SATO

SATO is a pioneer and leading global provider of integrated Automatic Identification and Data Collection solutions that leverage barcode and RFID technologies. SATO manufactures innovative, reliable auto-identification systems and offers complete solutions to businesses by integrating hardware, software, consumables and maintenance services. SATO's solutions enable businesses to realize precision, labor and resource savings that help preserve the environment and deliver peace of mind to consumers. All of which contribute to the development of a sustainable world.

Founded in 1940, SATO is publicly listed on the first section of Tokyo Stock Exchange in Japan. It has sales and support offices in over 20 countries and is represented globally through a world-class network of partners. For the fiscal year ended March 31, 2013, it reported revenues of JPY 87,256 million (US\$ 1.0524 billion). More information about SATO can be found at www.satoworldwide.com

**Conversion is based on an average exchange rate of 1 US Dollar = 82.91 Japanese Yen.*

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