

To whom it may concern

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### SK-Electronics to Open Shanghai Representative Office

SK-Electronics Co., Ltd. (“the Company”) has announced that it will open a Representative Office in Shanghai, China.

#### Details

##### 1. Purpose of the New Representative Office

Demand for LCD televisions in China has rapidly increased due to a government program promoting the spread of “home appliances to the countryside.” In addition, Numerous panel manufacturers have announced plans to build more production lines for 6<sup>th</sup>-generation and later LCD panels. Given these and other developments, the Company believes that demand will grow for large-format photomasks for LCDs—our main line of business.

To date, the Company has been conducting surveys and analysis of the Chinese market internally. With the recent rapid growth in China, the Company now recognizes the need for a system that facilitates a more timely collection and analysis of information in the Chinese mainland. This recognition has led the Company to make the decision to establish a representative office in Shanghai.

##### 2. Overview of Shanghai Representative Office

(1) Name : SK-Electronics Co., Ltd. Shanghai Representative Office  
(Chinese Name: 日本株式会社愛思科電子 上海代表処)

(2) Location: No. 317 Xianxia Rd., Changning District, Shanghai  
(Far East International Plaza, Bldg. B, 16F)

(3) Staff : One employee on assignment from Japan (representative) and one local staff person  
(upon opening)

(4) Opening: Mid-March 2010 (tentative)

End