

press release

Kyocera at the Ambiente 2009

Sharpen up for the kitchen

Kyoto/Neuss, 22 January 2009 – At the Ambiente 2009, Kyocera is once again expanding its range of ceramic kitchen products. The highlights this year are the new PS-180-BK Sashimi knife and the new KC knife series. Star chef Thomas Brunk, team manager of the German cooking national team, will be presenting the innovations in practical use on the Kyocera stand (Hall 9.1 / 1st floor / aisle A / stand 75) from 13th to 16th February.

Kyocera's ceramic knives are corrosion-free and detract neither from the taste nor the odour of the cut product. Metal ions cannot be transmitted from the blade to the food. In conjunction with ergonomic handles and the astonishingly low weight of their ceramic blades, the knives also simplify the preparation of cutting-intensive food.

The classic knife with new grip

With the PS-180-BK Sashimi knife, Kyocera is offering an extremely sharp knife that is particularly well suited to the preparation of meat dishes such as carpaccio or fish dishes such as the traditional sashimi.

The knife is ground on one side according to Japanese tradition. This blade form and the single-sided grinding have been used in Japan for centuries in the preparation of sashimi and other fish and meat dishes.

The black high-tech zirconia ceramic blade is complemented by a

Contact:

Kyocera Fineceramics GmbH
Daniela Faust
Head of Corporate Communication
Hammfelddamm 6
41460 Neuss
Germany
T.: +49 2131 16 37 188
F.: +49 2131 16 37 150
Mobile: +49 175 7275706
daniela.faust@kyocera.de
www.kyocera.de

Weber Shandwick Deutschland GmbH
Peter Manderfeld
Junior Account Manager
Hohenzollernring 79 - 83
50672 Cologne
Germany
T.: +49 221 94 99 18 - 42
F.: +49 221 94 99 18 - 10
pmanderfeld@webershandwick.com
www.webershandwick.de

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newly designed soft-grip handle that lies comfortably in the hand and further simplifies fine filleting. The recommended retail price is 250 Euros.

A really sharp new line

With the KC Line, Kyocera is again banking on the classic appearance: Five blades of different lengths (from 7.5 to 15 cm) of zirconia high-tech ceramic material are held in an attractive Pakkawood handle. The KC Series comes in a representative packaging. The recommended retail price lies between 85 and 210 Euros, depending on the blade length.

Colourful and practicable

Anyone who likes it more colourful in the kitchen is well-served with the popular Kyocera FK 075 paring knife (zirconia blade length 7.5 cm) with handles in five trendy colours – in blue, yellow, green, orange and red. They are thus the ideal complements to the colourful peelers. The recommended retail price for the FK 075 is 29 Euros.

About Kyocera

Headquartered in Kyoto, Japan, the Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which comprises 189 subsidiaries, are information and communications technologies, products to increase the quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide.

With a workforce of 66,496 employees, Kyocera posted net sales of approximately €8.16 billion in fiscal year 2008. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar systems. The corporation has two independent companies in the Federal Republic of Germany: the Kyocera Mita Deutschland GmbH in Meerbusch and the Kyocera Finceramics GmbH in Neuss and Esslingen.

The company also takes a lively interest in cultural affairs. The Kyoto Prize, one of the most prominent international awards, is presented each year by the Inamori Foundation, once established by Kyocera founder Dr. Kazuo Inamori, to individuals and groups worldwide for their outstanding human achievement (€300,000 prize amounts).

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