

Mori Seiki sets up Mori Seiki Mid-American Sales, Inc. in the US.

Mori Seiki Mid-American Sales, Inc. (MSMAS) has begun operations as of October 1, 2003. MSMAS is a 80 %/ 20 % joint venture between our company and our former distributor in the Midwestern section of America, Yamazen Inc.

The corporate center for this new company is based out of the Greater Chicago land area in our existing Technical Center facilities in Rolling Meadows, IL. We have an additional 5 branch office facilities in the following major cities: Milwaukee, WI; Des Moines, IA; Indianapolis, IN; Cleveland, OH; and Cincinnati, OH. We also have a presence in St. Louis, MO but no facility at this time. We have started with a total of 65 employees strategically placed throughout this network of offices. It is our intention to grow MSMAS to approximately 90 people within the next 6 months to one year, somewhat dependent upon the state of the economy here in America.

The objective in the formation of MSMAS was to position Mori Seiki as close to our customer-base as possible. The future success of all companies in this industry will be based, to a great degree, on their ability to communicate with each and every potential customer faster, more efficiently, and therefore, more effectively. This is our first attempt here in America to create a company that combines the positive characteristics of the builder and the distributor for the betterment of the end-user. Although this will be a major challenge for us, we are of the firm conviction that it will be a successful venture, possibly changing the builder/ distributor relationship here in America.



Opening ceremony. MSMAS President Tom Dillon (center) and President Mori's speeches matched the energy and vitality the new company will bring to the industry.



The MSMAS team (65 people) and the Mori Seiki USA team. Their pride and renewed responsibility is visible in their faces.

As a formative company, attempting to implement change in an industry that resists change so well, we will need the responsive support of our Mori Seiki friends around the world. With the positive assistance of all Mori Seiki personnel who come in contact with MSMAS, we commit to being successful in this joint venture quickly. We intend to make you proud of our new company by bringing positive, discernible advantages to all Mori Seiki customers in Mid-America. When this is realized, count on us to increase Mori Seiki market share in our area of responsibility. Ultimately, doubling our market share is the goal of Mori Seiki Mid-American Sales, Inc.

We will keep you informed about our progress in future company correspondence.