

## Press Release

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September 4, 2006

### **The Highly Praised Dura Series Reaches 250 Units Ordered Within 2 Months of its Release**

Since it went on sale on June 22, 2006, Mori Seiki's Dura Series, which is based on the concept of "maximum reliability and cost performance," has achieved a total of 250 units ordered.

The Dura Series has 5 models in Japan, the DuraVertical 5060 vertical machining center and 4 models of the DuraTurn 2-axis lathe. It is a new concept machine which is designed to satisfy all the basic requirements of a machine tool by remaining faithful to its principles of "sturdy and precise" and "good value."

In a machine tool industry which is producing ever more complicated machines at ever higher prices in response to the increasing complexity of workpieces and the increasing demand for variable-item, variable-lot production, we turned our attention to the cutting power, satisfactory basic ability and cost performance which reflect the actual needs of the market. Using all of our accumulated know-how, we developed a machine to satisfy customers based on the 3 pillars of "performance," "price" and "delivery." We are confident that this is why it has been highly praised and why we have received many orders.

At the time of its release, we were producing 60 units per month at the Nara Campus, but due to its excellent orders we hope to increase production to 120 units per month by 2007.

In future, we are planning not only to strengthen our cell production system, but also to reinforce the staff at our factories and to reduce operating time through sub-assembly.

At Mori Seiki, we will strive to produce machines which will not disappoint the expectations of our customers, and to continue to increase our sales activities to provide NC machine tools to customers both in Japan and overseas.