

Restructuring of North American Operations

Aichi, Japan – May 7, 2010 – Tokai Rika Co., Ltd. (Kiyoshi Kinoshita, President) has decided that effective October 1, 2010, its Canadian subsidiary, Quality Safety Systems Company (QSS) will become a wholly-owned subsidiary of TRAM, Inc. (TRAM), which manages business operations in North America.

Centralizing the chain of commands and reporting and communication lines in North America will facilitate the Tokai Rika Group's decision making process, promote production and quality improvement activities and strengthen its global purchasing power in the region.

In addition, effective October 1, 2010, the Canadian subsidiary's company name will change to TRQSS, Inc. in order to further enhance the unity of the Tokai Rika Group companies.

The descriptions of QSS and TRAM:

<Quality Safety Systems Company>

Location: Tecumseh, Ontario, Canada
Representative: Brad Hedderson, President
Products: Seatbelts and resin products for seatbelts

<TRAM, Inc.>

Location: Plymouth, Michigan, U.S.A.
Representative: Kenichi Kinoshita, President & COO
Operations: North American corporate functions, engineering, sales of products manufactured by its subsidiaries