

February 24, 2015

To: All Customers

NIHON CERATEC CO., LTD.
3-5 Akedori, Izumi-ku, Sendai, Miyagi
Shiro Moriyama
Representative Director and President

Re: Notice of Transfer of NIHON CERATEC's Shares

This notice is to inform you that TAIHEIYO CEMENT CORPORATION (“TAIHEIYO CEMENT”) and NGK SPARK PLUG CO., LTD. (“NGK SPARK PLUG”) entered into a share transfer agreement today, under which TAIHEIYO CEMENT agreed to transfer all of its shares (“Shares”) in NIHON CERATEC CO., LTD. (“NIHON CERATEC”) to NGK SPARK PLUG.

NIHON CERATEC will continue to engage in its current business activities and will endeavor to have its business grow and develop even more after the transfer of Shares. Therefore, your continued support is greatly appreciated.

Scheduled share transfer date is April 1, 2015.

Overview of new shareholder is as follows:

Name: NGK SPARK PLUG CO., LTD.

Address: 14-18 Takatsuji-cho, Mizuho-ku, Nagoya 467-8525, JAPAN

Name of Representative: Shinichi Odo, President and Chief Executive Officer

Scope of Business:

Production and sale of spark plugs and internal combustion engine-related products

Production and sale of technical ceramics and their applied products and other related businesses

END