



a Dai Nippon Printing
company

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**DNP Appoints Shinichi Yamashita
President of DNP Imagingcomm America Corporation**

CONCORD, North Carolina — DNP today announced the appointment of Shinichi Yamashita as President of DNP Imagingcomm America Corporation (DNP IAM). Mr. Yamashita was chosen to replace Mr. Katsuyuki Oshima, who is returning to Japan to take a new position with DNP. Mr. Yamashita will be based at DNP IAM's U.S. headquarters in Concord, North Carolina.

DNP IAM is a leader in software, hardware and media solutions for retail photo printing and printing solutions for photo professionals. The company operates manufacturing facilities in North Carolina and Pennsylvania that produce media (consumables) for photo printing, card printing and bar code printing.

Mr. Yamashita will be responsible for directing the strategic growth for the IAM business, expanding customer relationships and developing new business opportunities.

He has worked for DNP for more than 28 years. His experience encompasses multiple roles both in Japan and in the U.S., including card sales manager in the U.S. and on the DNP global sales team in Japan.

In 1989, Yamashita joined DNP in Japan, working in multiple roles in the sales division and later moving to a managerial position within the information media supplies operations. He then spent four years in the United States for DNP IAM as a sales manager overseeing sales of ID card ribbon, barcode ribbon and photo media. He subsequently returned to Japan in 2006 as General Manager of the information and media supplies division.

In 2012, Yamashita became General Manager of Sales and Integration, overseeing support of the digital printing division's sales, expansion of market share and new business development. Yamashita's responsibilities while with the digital photo printing division included global sales management, sales strategies development, new product launch support, pricing strategies, new product and business model development, improving customer satisfaction rates and support in customer claims.

In 2014, he returned to the United States as Senior Vice President of Sales and Marketing for DNP IAM. "Innovation, product quality and customer relationships are the core company values that will be central to my leading the DNP IAM team," said Mr. Yamashita. "I look forward to my new role and working with DNP customers and employees."

Yamashita has significantly contributed to the growth of DNP's sales operations on a global basis and has been an integral part of the global DNP organization. Mr. Yamashita assumed his new role as President of DNP Imagingcomm America Corporation as of October 1.

About Imagingcomm America Corporation (DNP IAM)

DNP IAM is a wholly owned U.S. subsidiary of Dai Nippon Printing Co., Ltd. (DNP) – the world's largest manufacturer of dye-sublimation media for photo printers and thermal transfer ribbons for barcode printers.

DNP IAM has the broadest selection of solutions for the photo retail market and products designed to address retailer's specific business goals and objectives—backed by the quality and reliability today's customers expect. Manufacturing, sales and development offices of dye-sublimation media for photo printers are located in Concord, NC, and Mt. Pleasant, PA, and more information is available at www.dnpphoto.com.

About DNP

DNP, founded in 1876, is the world's largest diversified printing/coating technologies company. At its 58 production plants, both in Japan and overseas, DNP's operations include commercial printing, packaging, decorative materials, electronics, business forms, and imaging products.

Over 25 years ago, DNP was one of the earliest organizations to pioneer dye-sublimation media—and the first company to start business development in thermal transfer ribbons. DNP has since grown to be the world's largest manufacturer of dye-sublimation media and thermal transfer ribbons. For more information, please visit www.dnp.co.jp/eng.

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