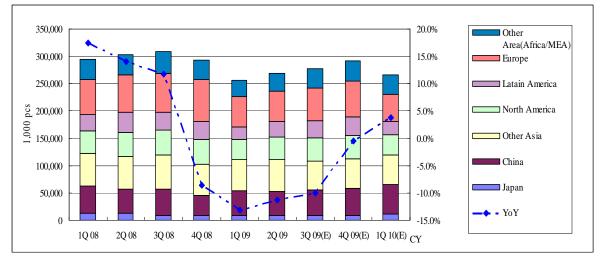


<Press Release>

The volume of demand for mobile phones in 2Q 2009 reached 269 million units, and increase up to 277 million units in 3Q

Tokyo —September 25<sup>th</sup>, 2009— Techno Systems Research Co., Ltd. announced that Company published "Mobile Display Quarterly Information, Part A: Handsets", in September. They investigate mobile phone markets of world wide in this report.

The volume of demand for mobile phones in 2Q 2009 increased by 5.1% compared to the previous quarter and decreased by 11.3% compared to the same quarter in the previous year; the ratio of decline has become smaller compared to 1Q and the economic climate has started to show a sign of recovery.

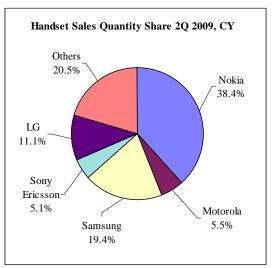


Inventory readjustment by dealers and seems to have settled for the time being as well and the demand in 2Q reached 269 million units. Leading communication carriers and handset manufacturers mostly completed inventory readjustment in 2Q 2009.

Shipments of new products announced in 2Q advanced steadily in 3Q. Thus, the demand is projected to increase up to 277 million units.

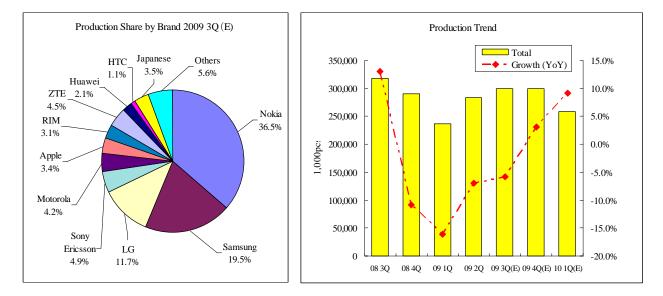
Nokia, for both shipment volume and revenue, succeeded in increasing the market share compared to 1Q. Since Nokia has mostly finished inventory readjustment, it is anticipated to increase shipment volumes steadily in the near future.

In the North American market, South Korean manufacturers sustain their strong economic performance and they show a momentum to win a share higher than 50% in total in the North American market. However, a new power, ZTE,



has started to increase its share in the North American market and is making efforts to carry forward aggressive business operation in the future. It is projected that the battle for shares in the North American market becomes even fiercer among the three South Korean manufacturers and Motorola.

Among the top manufacturers, Samsung and LG, achieved positive growth compared to the same quarter in the previous year as well as compared to the previous quarter. LG, in particular, recorded a shipment volume of 29.8 million units, only one step away from a mark of 30 million units. LG enjoys steady growth of not only the shipment volume of new products but also the sales volume of existing products. LG is increasing its market share in the North American market and also maintaining the growth of low-end products in emerging markets.



The demand for mobile phones in 2009 is projected to be 1 billion 94 million units, a reduction of 8.8% compared to the previous year. Compared to the projection made at the end of 1Q 2009, this projection is slightly higher. Communication carriers, distributors, and handset manufacturers steadily adjusted and/or reduced inventories in 1Q. As a result, the margin of the negative growth compared to the same quarter in the previous year has become smaller in 2Q; a positive growth can certainly be expected in the second half of 2009 compared to the first half.

In 2009, the sales volumes of handsets are projected to decrease in many regions. The handset sales volume also shows a sign of deceleration of growing rate in emerging markets including growing markets in BRICs. In contrast, China and India maintain buoyant conditions. Looking at the growth rate in 2009 and onward, in particular, the Indian market is projected to overtake the Chinese market.

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