

June 6, 2012

**DECISION ON LOGO MARK FOR BECAMEX TOKYU CO., LTD**

- Opening new office in Binh Duong, Vietnam -

**TOKYU CORPORATION  
BECAMEX TOKYU CO., LTD**

Tokyo Express Electric Railway Share Company (hereinafter referred to as “TOKYU Corporation”) of Japan and the Investment and Industrial Development Corporation (hereinafter referred to as “BECAMEX IDC CORP.”) of the Socialist Republic of Vietnam announce the decision to use the logo mark shown below for BECAMEX TOKYU CO., LTD. (hereinafter “BECAMEX TOKYU”), a joint venture company established in March to carry out urban development projects in Binh Duong Province, Vietnam.

**BECAMEX  
TOKYU**

The 16 squares adopted for the new logo mark represent TOKYU BINH DUONG GARDEN CITY where BECAMEX TOKYU plans to develop residential housing, commercial facilities and business facilities on a site of approximately 110 ha in Binh Duong New City (total area 1,000 ha). The color arrangement for the logo mark represents the corporate colors, with red for TOKYU Corporation and blue for BECAMEX IDC CORP. The surrounding green color is a reference to the hope of creating a verdant garden city suited to a pleasant community lifestyle.

At the same time, BECAMEX TOKYU has consolidated its business functions at a new office on the 17th floor of the BECAMEX IDC CORP. headquarters located in Thu Dau Mot City, the capital of Binh Duong Province, where operations will commence on July 2.

(Address: 230 Binh Duong Boulevard, Thu Dau Mot City, Binh Duong, Vietnam)

In its capacity as a Japanese corporation, TOKYU Corporation will utilize its urban planning knowhow from the Tokyu Tama Den-en Toshi area in Japan and the network of the TOKYU Group, to export the first urban planning package to Vietnam and to develop the largest urban planning project in the country through its subsidiary BECAMEX TOKYU.

**THE END**