

February 25, 2010

Corporate Name: Yusen Air & Sea Service Co., Ltd.
Representative: Shunichi Yano, Representative Director and President
Security Code: 9370, the First Section of TSE
Contact: Shinsuke Masuda, General Manager
Corporate Communications & IR Department
(Tel: +81 3 3669 6436)

Notice Concerning Change of Trade Name and Trademark

Yusen Air & Sea Service Co., Ltd. (hereinafter “YAS”) has been holding discussions on the reorganization and integration of logistics business (hereinafter, the “Integration”) with Nippon Yusen Kabushiki Kaisha (hereinafter “NYK”), announced in the “Nippon Yusen and Yusen Air & Sea Service Commence Discussions for Reorganization and Integration of Logistics Businesses,” dated November 2, 2009. The Company is proud to announce that the resolution to conclude a basic agreement regarding the Integration, based on the results of discussions conducted between the parties to date, has been passed at a meeting of its Board of Directors held today.

Accompanying the Integration, the Company will change its trade name, and will adopt a new corporate brand and logo, introduced below, to become a company familiar to people around the world.

* Various procedures accompanying the change of trade name required at the General Shareholders Meeting will be promptly disclosed after the decisions have been made.

1. New Trade Name

Yusen Logistics Co., Ltd.

2. Date of change to New Trade Name

October 1, 2010 (Planned)

(However, subject to the resolution being approved and resolved at the 56th General Meeting of Shareholders of the Company to be held late June, 2010.)

3. Reason for Change of Trade Name

The Company was established on February 28, 1955 as Kabushikikaisha Kokusai Ryoko Kosha and changed its name to Yusen Air Service Co., Ltd. on October 1, 1959, and then to the current Yusen Air & Sea Service Co., Ltd. on November 24, 1961. It has operated a cargo hauling business centered on air freight transport operations and travel services.

In the new medium-term business plan called the “YAS Five-Star Project” started in April 2008, the Company seeks to become a leading global total logistics provider, not only in air freight forwarding, but also expanding its business in ocean freight forwarding and warehousing and in the distribution-related businesses.

As mentioned above, the Company has concluded a basic agreement with NYK. To clarify its position as an integrated logistics provider, while preserving the corporate values established through the long histories of both companies, the Company has decided to take this opportunity to change its trade name.

4. Corporate Brand and Logo

With the change in trade name, NYK’s logistics business and the Company’s corporate brand will be unified after the integration into “Yusen Logistics.” Logistics service will be provided under the new logo.

New Logo



The new logo shares the image of the NYK Group logo “Double Wing,” encapsulating the aspiration to preserve the corporate values and visions of both companies as well as an operational deployment that harnesses the integrated power of the Group.

This logo expresses a soaring and vibrant feeling towards tomorrow and a sense of flight shared by the Group, which provides services on land, sea and air. The black *sumi* color is an image representing the vast Earth, and the color of the wing gradually changes from sky blue at its roots to the deep ocean blue of the boundless ocean at its tip. The Company believes this appropriately expresses the logistics service and the spread of the business of the new integrated company, Yusen Logistics, as an integrated logistics provider.

* Please also refer to the “Nippon Yusen and Yusen Air & Sea Service Execute LOI for Integration of Logistics Businesses” announced separately today.