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Kyocera Corporation

KYOCERA Ceramic Knife Sales Exceed Five Million Units

Milestone reached amid robust sales trends in North America, Europe, Asia

KYOTO, JAPAN – December 15, 2008 – Kyocera Corporation (*President: Makoto Kawamura; NYSE: KYO/TOKYO: 6971*) announced today that total worldwide sales of its ceramic knives have surpassed the five-million unit mark.

Introduced in Japan in 1984, Kyocera’s ceramic knives have steadily grown in popularity, and are now available in major markets throughout the world. Sales for the year ended March 31, 2008 totaled 640,000 knives, more than double the 290,000 sold just three years earlier. Sales outside Japan have grown 20-30% annually since 2002, with North America, Europe and Asia now comprising nearly one-third of the total. Kyocera is undertaking further development to meet diverse consumer requirements, and will make the products available in additional markets worldwide.



Kyocera Ceramic Knives

After nearly a quarter of a century of continuously enhancing the materials and designs of its ceramic knives, Kyocera has virtually perfected its standard ceramic blades. Thanks to the extreme hardness of fine ceramic materials, the blades maintain their sharp edge for long periods, are easy



to care for, will not leave metallic flavors on foods, and can be bleached for thorough cleaning. These unique characteristics have contributed to the growing popularity of Kyocera's ceramic knives in recent years.

Kyocera started marketing its ceramic knives in the United States in the early 1990s. The products soon developed a reputation for superior characteristics, and recognition quickly spread from the U.S. to Europe. The unique appearance of the original white-bladed, black-handled design had never been seen before, and garnered much attention in the luxury goods market. The knives have now established a solid position in North America and Europe, and are gaining popularity in the high-end markets of Asia.

The KYOTOP series, a premium line of cutlery, aimed at European and North American markets, is an especially popular line, beautifully adorned with a Japanese "sandgarden" pattern on the blade. The Revolution Series, introduced in 2006, features handles in five festive colors, so consumers can express their individuality and match their personal kitchen decor.

Kyocera's ceramic knives are currently sold in more than 35 nations throughout North America, Europe, the Middle East, Africa and Asia. The company will continue to develop this product line and enhance its global sales network so more people worldwide can enjoy the ease and quality of ceramic knives.

About KYOCERA Ceramic Knives: http://global.kyocera.com/prdct/fc_consumer/kitchen/

How to Make a Ceramic Knife: <http://global.kyocera.com/fcworld/first/process2.html>

[About KYOCERA](#)

[Kyocera Corporation](#) (NYSE:KYO) (TOKYO:6971) (<http://global.kyocera.com/>), the parent and global headquarters of the Kyocera Group, was founded in 1959 as a producer of [fine ceramics](#) (also known as "advanced ceramics"). By combining these engineered materials with metals and plastics, and integrating them with other technologies, Kyocera has become a leading supplier of cutting tools, industrial ceramics, solar power generating systems, telecommunications equipment, laser printers, copiers, electronic components, and semiconductor packages. During the year ended March 31, 2008, the company's net sales totaled 1.29 trillion yen (approximately US\$12.9 billion).

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