



June 2, 2008

HOYA CORPORATION
Corporate Communications
Tel. +81-3-3952-1160

HOYA TRANSFERS PENTAX MOBILE SOLUTIONS DIVISION TO BROTHER GROUP

HOYA CORPORATION (“the Company”) announces that the Company signed an agreement today on the transfer of its mobile solutions division to the Brother Group.

The Company’s mobile solutions division has a good reputation as a specialty printing solutions provider centered around letter-size document mobile thermal printers, marketed under the brand of PENTAX. The Brother Group has built a strong business globally in label printers and plans to enhance the Brother Group's solution-provider business through specialized applications for vertical markets. The Company decided that the division will be able to maximize its technology and know-how within the Brother Group, and agreed on the transaction.

The Brother Group will continue to use the PENTAX brand for mobile printers for a period, and take over certain responsibilities such as after-care services and providing consumable supplies.

1. The transferred business

Mobile Solutions Division

- Portable thermal printers (PocketJet® series) and Mobile Scanners (DSmobile® series) including consumable supplies and accessories.

2. Sales of the transferred division: 1.5 billion yen for the fiscal year ended March 31, 2008.

3. Date of Agreement

June 2, 2008 Signing of Agreement

Jul. 31, 2008 Date of transaction (scheduled)

4. Impact on the Company’s operation

No significant impact on the Company's operations is expected for the business year ending March 31, 2009.