

For immediate release

**TAIYO YUDEN Announces the Establishment of the TAIYO YUDEN Web Store
in conjunction with Chip One Stop**

Providing TAIYO YUDEN Products to a Wide Range of Customer through Web Sales

TOKYO, October 17, 2012 - TAIYO YUDEN CO., LTD. (hereinafter "TAIYO YUDEN") and Chip One Stop, Inc. (hereinafter "Chip One") today announced an agreement regarding the enhancement of web sales through the establishment of a Web Store for TAIYO YUDEN Products offered through Chip One for the purpose reaching a wide range of customers, such as design and development engineers in companies, universities, research institutes, and public development agencies.

Effective immediately, the TAIYO YUDEN Web Store is available on the Chip One website (<http://www.chip1stop.com/Taiyoyuden/>). This site enables the purchase of approximately 2000 TAIYO YUDEN products including our standard line-up of ceramic capacitors, inductors, and noise reduction products and our super-capacitors such as polyacene capacitors and lithium capacitors. Products are made available in "small volumes", "same day shipment", and "easy purchase". This will greatly increase convenience for customers who wish to obtain various products in small amounts or within very short timelines. The Web Store gives our customers simple, prompt, small-volume procurement capability for parts used in development and prototyping, while making the process swift and user friendly.

With the announcement and establishment of the TAIYO YUDEN Web Store, TAIYO YUDEN is now able to increase its capability to provide products to more than 120,000 Chip One customers with development and prototyping needs.

TAIYO YUDEN Web Store enhances our product lineup and expands services and the immediate availability of our products to the market. Chip One's goal is to increase the number and frequency of orders placed by existing web customers and to acquire new web customers.

[Overview of TAIYO YUDEN Web Store]

URL: <http://www.chip1stop.com/Taiyoyuden/>

Start of service: October 17, 2012

Characteristics/features:

- (1) Orders for same-day shipment can be placed for approximately 2000 TAIYO YUDEN products
- (2) Search by part number/keyword
- (3) Search by product category
- (4) News releases for new TAIYO YUDEN products etc.