

March 14, 2018

## DIC Corporation

### DIC Group In-House Newsletter *DIC Plaza* Wins Overall Award in the Fiscal Year 2017 Keidanren In-House Newsletter Awards

**Tokyo, Japan**—DIC Corporation announced today that the DIC Group in-house magazine, *DIC Plaza*, was awarded an overall award for seasonal publications in the Magazine and Newspaper category in the Fiscal Year 2017 Keidanren In-House Newsletter Awards, organized by Keidanren Business Services for Internal Communications.



Award certificate and trophy

The Keidanren In-House Newsletter Awards is a commendation program that was established in 1966 with the goal of promoting internal corporate communications and of improving the quality of corporate newsletters by recognizing and endorsing the everyday efforts of editorial personnel. Judges assess overall quality, planning and content, writing, and design and layout of submissions in three categories (magazine and newspaper, intranet and video), conferring best-in-class, excellence, overall (divided into monthly, bimonthly and seasonal publications in the magazine and newspaper category) and special merit awards.

*DIC Plaza* was among 184 entries in the magazine and newspaper category in fiscal year 2017. Of these, 31 earned awards (best-in-class: 1; excellence: 3; overall (monthly): 5, overall: (bimonthly): 6, overall (seasonal): 9; and special merit: 7).



Cover of *DIC Plaza*

# *News Release*



DIC began publishing *DIC Plaza* in fiscal year 1995 in a bid to convey and disseminate management policies, promote awareness of the DIC brand, advance the sharing of information Groupwide and stimulate in-house communication. At present, the magazine places a particular emphasis on content that ties into the Group's current medium-term management plan and Color & Comfort brand slogan and on encouraging a sense of solidarity across the global DIC Group.

*DIC Plaza* received above-average scores for all judging criteria. In particular, high marks were given for planning and content, which aligns with management policies, the introduction of activities involving a variety of employees in Japan and overseas to highlight themes as such diversity and sustainability, and the showcasing of Kaizen and other steadfast production initiatives, as well as for attractive page layout.

The DIC Group is a global organization with operations in multiple areas, including printing inks, organic pigments and polymers, which it conducts through over 170 companies in more than 60 countries and territories worldwide. The Group will continue working to ensure that it remains a distinctive company worthy of society's trust by fostering a corporate culture that inspires a creative mindset in its employees.

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