

May 10, 2011

Tanaka Precious Metals  
Tanaka Holdings Co., Ltd.

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## **Tanaka Precious Metals Recognized as Elite Supplier of Fuel Cell Catalysts by Ballard Power Systems**

*Significant contribution to catalyst development recognized, with full points in the 4 areas of development capability, quality, on-time delivery and customer service*

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Tokyo, Japan — May 10, 2011 — Tanaka Holdings Co., Ltd. (Holding company of Tanaka Precious Metals, Head office: Marunouchi, Chiyoda-ku, Tokyo; President & CEO: Hideya Okamoto) today announced that one of its group companies Tanaka Kikinzoku Kogyo K.K. (Head office: Marunouchi, Chiyoda-ku, Tokyo; President & CEO: Hideya Okamoto), which boasts the world's leading share in fuel cell catalysts, had been recognized as an "Elite Supplier of 2010" by Ballard Power Systems Inc. (Head office: British Columbia; President & CEO: John Sheridan; "Ballard"), which is the world leading provider of fuel cells. This is the fourth consecutive time Tanaka Kikinzoku Kogyo K.K. has received the award, and the company is proud to have the record of being the only one of Ballard's approximately 100 worldwide to have received the award more than once.

The award was received because Tanaka Kikinzoku Kogyo K.K. achieved the maximum score in the four areas of development capability, quality, on-time delivery and customer service for providing the fuel cell catalysts, and the company was highly recognized for its significant contribution to fuel cell development. The product that led to the award was the electrode catalyst for polymer electrolyte fuel cells (PEFC) used in fuel cell vehicles and household cogeneration power supplies. This technology is expected to be an environmentally friendly and new energy utilization technology that uses the chemical reaction between hydrogen and oxygen to generate high power output despite being compact and lightweight.

Tanaka Kikinzoku Kogyo K.K. combines the precious metal catalyst technology and electrochemical technology that the company has cultivated over many years to develop highly active platinum catalyst used in PEFC cathodes and catalyst with excellent resistance to the poisoning characteristics of carbon monoxide (CO) in PEFC anodes. Tanaka Kikinzoku Kogyo K.K. will continue to identify trends in the fuel cell market quickly and respond to customers' needs, while working on the enhancement of research and development to reduce and recycle the scarce platinum used in order to lower costs and effectively utilize resources, and conducting development aimed at spreading the use of fuel cells in the future.

**[Evaluation Comment from Ballard]**

Tanaka Kikinzoku Kogyo K.K. received a perfect score in all four evaluation areas of development capability, quality, on-time delivery and customer service. For both the fuel cell industry and Ballard, this made a significant contribution by demonstrating leadership in catalyst development while the industry seeks out technological innovation.

**[What is the Ballard “Elite Supplier Award”?]**

Every year, Ballard evaluates approximately 100 suppliers in the four areas of development capability, quality, on-time delivery and customer service, and suppliers that receive close to a perfect score are recognized as Elite Suppliers. Suppliers scoring over 85% are recognized as Preferred Suppliers.

■**Tanaka Holdings Co., Ltd. (Holding company of Tanaka Precious Metals)**

Headquarters: 22F, Tokyo Building, 2-7-3 Marunouchi, Chiyoda-ku, Tokyo

Representative: Hideya Okamoto, President & CEO

Founded: 1885

Incorporated: 1918

Capital: 500 million yen

Employees in consolidated group: 3,441 (FY2009)

Net sales of consolidated group: 710.2 billion yen (FY2009)

Main businesses of the group:

Manufacture, sales, import and export of precious metals (platinum, gold, silver, and others) and various types of industrial precious metals products. Recycling and refining of precious metals.

Website: <http://www.tanaka.co.jp>

■**Tanaka Kikinzoku Kogyo K.K.**

Headquarters: 22F, Tokyo Building, 2-7-3 Marunouchi, Chiyoda-ku, Tokyo

Representative: Hideya Okamoto, President & CEO

Founded: 1885

Incorporated: 1918

Capital: 500 million yen

Employees: 1,599 (FY2009)

Sales: 388.8 billion yen (FY2009)

Businesses:

Manufacture, sales, import and export of precious metals (platinum, gold, silver, and others) and various types of industrial precious metals products. Recycling and refining of precious metals.

Website: <http://pro.tanaka.co.jp>

**<About the Tanaka Precious Metals>**

Established in 1885, the Tanaka Precious Metals has built a diversified range of business activities focused on the use of precious metals. On April 1, 2010, the group was reorganized with Tanaka Holdings Co., Ltd. as the holding company (parent company) of the Tanaka Precious Metals. In addition to strengthening corporate governance, the company aims to improve overall service to customers by ensuring efficient management and dynamic execution of operations. Tanaka Precious Metals is committed, as a specialist corporate entity, to providing a diverse range of products through cooperation among group companies.

Tanaka Precious Metals is in the top class in Japan in terms of the volume of precious metal handled, and for many years the group has developed and stably supplied industrial precious metals, in addition to providing accessories and savings commodities utilizing precious metals. As precious metal professionals, the Group will continue to contribute to enriching people's lives in the future.

The eight core companies in the Tanaka Precious Metals are as follows.

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| - Tanaka Holdings Co., Ltd. (pure holding company) | - Tanaka Kikinzoku Kogyo K.K.                |
| - Tanaka Kikinzoku Hanbai K.K.                     | - Tanaka Kikinzoku International K.K.        |
| - Tanaka Denshi Kogyo K.K.                         | - Electroplating Engineers of Japan, Limited |
| - Tanaka Kikinzoku Jewelry K.K.                    | - Tanaka Kikinzoku Business Service K.K.     |

■**Ballard Power Systems Inc.**

Head Office: 9000 Glenlyon Parkway, Burnaby, British Columbia, Canada

Representative: John Sheridan, President & CEO

Established: 1979

Employees: Approx. 340

Business details: Development, manufacture and sale of polymer electrolyte fuel cells (PEFC)

Capital: \$75 million

Net sales: \$65 million (FY2010)

Website: <http://www.ballard.com>