

NEWS RELEASE**May 13th, 2010
FOR IMMEDIATE
RELEASE**

Sharp Solar Cells-equipped Solar Car to lead the Kenyan Open Marathon

A solar car equipped with Sharp solar cells will be the lead car in the 2nd Sotokoto ^{*1} Safari Marathon on May 23, 2010 in Nairobi, the Republic of Kenya. The environmentally friendly solar car is driving in support of this open marathon in the equatorial country of Kenya, which boasts one of the highest quantities of solar radiation on Earth.

This open marathon is held to encourage people to contribute to the society and protect the environment. The marathon was first held in 2009 as part of the Smile Africa Project ^{*2}, in which Japanese children donate their used shoes to their less fortunate counterparts in developing countries.

Sharp, the world's leading Solar Photovoltaic (PV) Panel manufacturer, has provided PV panels to solar cars that have won the Australian Global Green Challenge race. "At the Sotokoto Marathon, the Solar car powered with Sharp Solar cells will symbolically lead the way for a better future", says Mr. Fred Yamaguchi, MD for Sharp's Middle East and African operations.

"We have been collaborating with Governments and Industry Leaders across Africa through our technology leadership in Solar power to help provide Water and Electricity to rural and arid regions in an effort to contribute to the burgeoning growth of Africa Economics", Yamaguchi added.

Working along with water-technology partners, Hitachi Plant Technologies, Ltd., Sharp has created a Solar Powered Water Desalination/Purification unit for Africa that will provide fresh, pure water for Agriculture, animal Farming and Human consumption. With the population explosion the world is facing, Global Warming and the looming Global food shortages Sharp see this solution as a vital part of Africa's continuing growth.

Mr. Yamaguchi stated that Sharp is an Eco-positive company that supplies energy-creating and energy-saving products which help individuals make responsible lifestyle and business choices through its eco-conscious technology. "We hope that by being at the Sotokoto Safari Marathon, we will be able to raise the awareness levels amongst the local community towards acting environmentally responsible".

Once again participating as a runner in the race will be Naoko Takahashi of Japan, winner of the women's marathon gold medal at the Sydney 2000 Summer Olympic Games. Behind the wheel of the solar car will be another luminary—Kenjiro Shinozuka, an experienced driver who has participated in solar car races in South Africa and Australia and who was the first Japanese to achieve overall victory in the Paris to Dakar Rally (in 1997).

The “ELA” solar car is equipped with Sharp polycrystalline residential solar cells.

Overview of the 2nd Sotokoto Safari Marathon:

Date: May 23 (Sunday), 2010
Place: Nairobi, the Republic of Kenya
Number of participants: Approximately 4,000 (Events: 21-km half marathon, 4-km kids’ marathon)
Sponsor: The Secretariat of Sotokoto Safari Marathon
Supporters: Ministry of Foreign Affairs of Japan, Embassy of the Republic of Kenya in Japan
Website: <http://www.sotokoto.net/smileafrica/marathon/about2010.html>

*1 An environmentally themed Japanese magazine focusing on eco-friendly lifestyles (published by Kirakusha, Inc.)

*2 Sponsors: Kirakusha, Inc.; *Sotokoto* monthly magazine



The “ELA” solar car equipped with Sharp solar cells



Runners leave the start in last year's Sotokoto Safari Marathon