

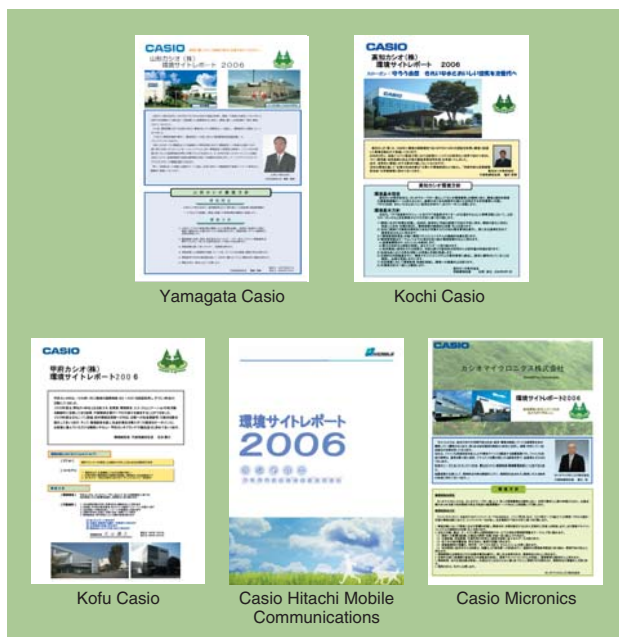
Environmental Communication

Casio proactively discloses environmental information in order to increase understanding of its environmental conservation initiatives, and works closely with stakeholders to protect the global environment.

Publishing Site Reports

In fiscal 2007, Kofu Casio, Casio Micronics, Casio Hitachi Mobile Communications, Yamagata Casio, and Kochi Casio each published a site report. (Three sites had published reports the previous year.)

This yearly increase in the number of site reports being published is underpinned by the desire to help neighborhood residents and suppliers understand Casio's commitment to the environment by proactively disclosing environmental information to them.



- Display Devices Environment and Safety Committee and working groups under the Display Devices Board
- Japan Machinery Center for Trade and Investment (JMC)
 - Trade and Environment Committee
 - Specialized environmental committees (two committees)
- Camera & Imaging Products Association (CIPA)
 - Environment Working Group
- Japan Clock & Watch Association (JCWA)
 - Environment Committee

Casio cooperates with other companies in its industries in an effort to disseminate information, including providing information on the industries' voluntary environmental initiatives, expressing its opinions on environmental laws in and outside Japan, or responding to legal requirements regarding products and services.

The results of these efforts are reflected in the development of Casio Green Products, in Casio's establishment of environmental performance goals, and in internal environment-related standards.

Environmental Management System (EMS)

The Casio Environmental Conservation Committee, which supervises Casio's group-wide environmental management, and the ISO 14001 certification system, which has been adopted by each production and business site are the two hubs of the group's environmental management system (EMS).

In the future, Casio will gradually expand the scope of its EMS to include sales sites in Japan, service centers, and marketing companies in and outside Japan, which had not adopted an EMS, aiming for fiscal 2010.

By implementing a group-wide EMS, Casio will expand the scope of its environmental management, ensure reliable implementation of environmental management commitments, and expand and improve its global environmental communication by disseminating environmental information to different countries and regions.

Participating in the Environment-related Committees of Industrial Associations

Casio does not limit itself to its own environmental management efforts, but actively participates in the industrial associations that represent its industries and the environment-related committees and subcommittees within those associations.

Following is a list of the representative associations and committees in which Casio participates.

- Japan Business Machine and Information System Industries Association (JBMIA)
 - Environment Committee
 - Environment related subcommittees (five subcommittees)
 - Project groups, investigative committees, and research committees
- Japan Electronics and Information Technology Industries Association (JEITA)
 - Environment Promotion Committee
 - Japan Green Procurement Service Standardization Initiative

● Alliances with other companies for planning, surveying, and research: The example of Kofu Casio

Kofu Casio listened to the troubles of the waste treatment company it contracts work to, and developed, designed, and manufactured a separator for hamburger condiment containers. This resulted in the separated aluminum being recycled as a raw material and the plastic becoming a housing material. The cooperation of four companies produced a recycling loop. (Taken from a Kofu Casio site report.)



Separator for condiment containers

Participating in Exhibitions in and outside Japan

Eco-products 2006

Display concept: Compact, Lightweight, Slim, and Energy Efficient

At the Eco-products 2006 Exhibition in December 2006, Casio introduced its group-wide environmental initiatives with a stage presentation and by showcasing Casio Green Products—environmentally friendly products that make use of the core competence Casio has developed in compact, lightweight, slim, and energy efficient technologies.



History of the electronic calculator

The history of the electronic calculator was presented in a visual exhibit that allowed visitors to experience the history of Casio's 50 years of developing energy-saving technologies.



Calculator assembly experience

At the 2006 exhibition, Casio again gave children a chance to practice building calculators in order to give them an experience of the fun of putting things together.



This hands-on learning experience offered at the Casio booth reproduced part of a CSR activity undertaken at Casio group sites in Japan. It was conducted twice a day (morning and afternoon) for three days.

*See page 58 for information about "Factory Tours for 10,000 People."



Casio Booth at Eco-products 2006 (Photo)

Casio has participated in the Eco-products Exhibition every year since it began (now eight times). The number of visitors grows steadily every year, and the exhibition has now become one of the biggest in Japan. In the future, we will continue to work with the Environment Center to communicate Casio's environmental initiatives to the public.



Hiromi Yokomori
Casio Communication
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CES 2007 (Consumer Electronics Show)

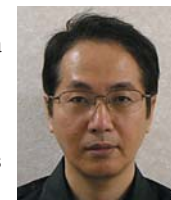
Casio held its first environmental exhibition in the United States at the CES 2007 held in Los Vegas in January 2007. Casio's unique "breakdown exhibition," which displayed how and which parts in Casio products are environmentally friendly, drew the attention of many visitors.

During the press conference conducted at the Casio booth, the company promoted its environmental initiatives, including support of the Kids' ISO 14000 program, which also drew a lot of attention.



*See page 20 for information about Kids' ISO 14000.

Compared to Japan and Europe, I feel that the American public has a relatively low awareness of environmental conservation. That is why it is so important for us to aggressively communicate Casio's environmental conservation initiatives now. This year's CES was an efficient way for us to improve people's understanding of Casio's environmental initiatives—focusing on resource and energy conservation.



Hirofumi Hamashima
Casio America, Inc.

We will keep working to convey Casio's environmental commitment to the public in the United States.