

FOR IMMEDIATE RELEASE

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Tokyo, Japan

QR codes on chocolate!! Use a cell phone to scan your “ChocoQR”, then enjoy the chocolate while reading a message from that special someone. Perfect for Valentine’s Day or other special occasions.

Chocolate Graphics Japan K.K. (Shinagawa, Tokyo and noted as CGJ below) and **IT DeSign Co., Ltd.** (Sumida, Tokyo and noted as IT DeSign below) are pleased to announce the release of “**ChocoQR**” from December 2nd, 2008 ahead of the holiday season.

CGJ uses a patented process to render logos, original designs, messages, etc. according to customers’ desires on to chocolate. The chocolates are perfect for company parties, novelty gifts and new product launches and are a unique way to increase brand awareness in an unique chocolate gift. In coloboration with IT Design, CGJ is proud to announce the release of IT DeSign’s QR codes, which renders originally designed QR codes,(called Design QR) onto chocolate.

A few years ago it was possible to print QR codes on white chocolate, but ChocoQR goes beyond that by enabling a white chocolate Design QR code to be embossed on to dark chocolate. Design QR codes are unique because they can be created with a picture or image as a part of the QR data. Using CGJ’s international patented, laser-enabled process, high resolution digital images are embossed on to the chocolate. (See the picture of a ChocoQR with a dog embedded



below.) These Design QR codes can be read by any standard cell phone/scanner, allowing the recipient of the chocolate to read a special message or announcement via the web. Because the ChocoQR is 100% chocolate the recipient can then enjoy it’s chocolaty taste.

This unique blend of chocolate and QR codes allows messages to be delivered to the recipient, and will be a talking point at any marketing event or making a wedding, anniversary, Christmas or Valentine’s Day all the more special.

Note: QR Code is a registered trademark of Denso Wave. Design QR is a registered trademark of IT DeSign.



Boxed ChocoQR

(*1) Design QR (<http://d-qr.net/>)

Design QR is a 2-dimensional QR code with a logo, character, picture, etc. embedded into the data. The embedded image is made a part of the actual data so the code can be read normally. It is widely used to increase access and as part of branded marketing campaigns for sales and customer attraction. IT Design received a special prize at the Tokyo Venture Technology Awards for 2008.

Company Overviews:

IT DeSign, Co., Ltd. (<http://www.it-design.co.jp/>)

Business description: Design and creation of original, 2-dimensional QR codes called Design QR codes.

Chocolate Graphics Japan, Co., Ltd. (<http://www.chocolategraphics.jp/>)

Business description: The manufacture and sale of original embossed chocolates.

History: Chocolate Graphics Japan was established in 2007 as the master licensee for Japan of Chocolate Graphics International of Australia and has licensed this technology in 41 countries around the world. CGJ sells custom-made chocolates using a international patented (patent pending in Japan) laser art process which allows the creation of stunningly detailed logos, images, designs & messages on chocolate. The base chocolate and the chocolate design can be customized to reflect the customers' originality and provide the perfect size and shape for any occasion. CGJ emphasis the importance of food safety, by procuring locally produced chocolate and operating its own production facility in Shingawa-ku.

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