

NEWS RELEASE

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**ALPS to exhibit at Electronica, 2014 –
Hall A6, Booth 521**

Munich, Germany, October 28, 2014 – ALPS Electric Europe GmbH will again be exhibiting at the upcoming Electronica show to be held at the Munich Messe between Tuesday 11th and Friday 14th November, 2014.

The Alps booth, located at Hall A6, 521, will exhibit the latest products and technologies created with Alps Electric's original technologies for Automotive, Healthcare, Industrial and Environment & Energy markets.

A wide variety of products will be showcased covering an ever widening range of applications relating to Connectivity, Sensors, Human Machine Interface and "Green Devices".

Alps Electric strives to be involved right from the pre-development stage, building close partnerships with electronics manufacturers - Alps Electric's customers - to make sure the best electronic components and solutions are available at all times. Alps Electric's unique monozukuri (encompassing all aspects of product creation) style allows Alps to stay attuned to the market and respond quickly to its diverse needs, allowing the development and promotion of unique, innovative, and superior products.

Alps Electric's approach to monozukuri is summed up in the phrase, "perfecting the art of electronics." In other words Alps is very much focussed on creating products that are right, unique and green. Besides a refined appearance, products must be of high quality and perform the desired function while having little impact on the environment because they are both energy- and resource-efficient.

For over sixty years, Alps Electric has developed and refined numerous proprietary technologies and remains dedicated to perfecting the art of electronics through ongoing technological advancement and innovation.

With an extensive global Manufacturing and R&D network in support, Alps Electric's local Sales and Product Engineering teams look forward to fruitful discussions with both existing and potential new customers during the Electronica show.

ALPS Electric Co., Ltd.

ALPS Electric (Tokyo: 6770) is a leading global manufacturer of high-quality electronic components for mobile devices, home electronics, vehicles and industrial equipment. With the philosophy of "Perfecting the Art of Electronics" ALPS Electric supplies over 40,000 different components to about 2,000 companies all over the world. For more information, visit www.ALPS.com.

ALPS ELECTRIC EUROPE GmbH, a subsidiary of ALPS Electric Co., Ltd., was established in 1979. Since 2013 the European Head Office has been located in Munich and as such co-ordinates the Sales, Marketing and Product Engineering activities of our branch offices in Munich, Düsseldorf, Paris, Milton Keynes, Gothenburg as well as our sales office in Milan.

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