

News from Sumitomo Electric Industries, LTD

For Immediate Release

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Sumitomo Electric Awarded Cisco Supplier of the Year for 2009

Tokyo, Japan, October 29, 2009 — Sumitomo Electric Industries, Ltd. (TOKYO: 5802) (ISIN: JP3407400005), a leading global provider of optical components, modules and subsystems, today announced that Sumitomo Electric Device Innovations, Inc.(SEDI) and Sumitomo Electric Device Innovations U.S.A Inc(SEDU), subsidiaries of Sumitomo Electric Industries, have been awarded Cisco's most prestigious supplier award for 2009, the Supplier of the Year Award.

The distinction is given to the supplier who delivers excellence in all operational areas, not limited to optical component area where Sumitomo Electric has the largest market share. In recognition of Sumitomo Electric's broad-based achievements, the company was also nominated by Cisco for three of five Component Supplier Excellence award categories: Supplier Account Team Service, Delivery/Flexibility, and Quality.

"Sumitomo has demonstrated outstanding commitment to Cisco and our customers by providing world-class service, quality and responsiveness." according to Prentis Wilson, vice president, Global Supplier Management, Cisco. "It has achieved the highest fulfillment score among optics suppliers for the past year which significantly contributed to Cisco's ability to deliver a strong customer experience and Sumitomo has consistently been a leader in the execution of new products and in working with Cisco to achieve Cisco's demanding quality expectations."

"Sumitomo Electric is honored to receive Cisco's Supplier of the Year Award for 2009, commented John Wyatt, President of Sumitomo Electric Device Innovations U.S.A." It is extremely rewarding and our team enjoyed the challenge of exceeding Cisco's evolving demands and goals. Our business spirit and corporate policy is to strive for steadiness and reliability to offer the very best goods and services to our customers".

About Sumitomo Electric Industries, Ltd.

Sumitomo Electric Industries, Ltd. designs, manufactures and sells optical fiber, cable and components, advanced electronic devices, and automotive parts. Through a successful strategy of research and diversification, Sumitomo Electric has become one of the world's leading companies at the forefront of the revolution in information and communications. The company has operations around the world in more than 25 countries and employs 150,000 people. Sumitomo Electric reported group net sales of \$22 billion for the year ended March 2009.

<http://global-sei.com/>

About Sumitomo Electric Device Innovations, Inc

Sumitomo Electric Device Innovation, Inc., a subsidiary of Sumitomo Electric Industries,, was launched as a new company in August 2009 by integrating the wireless and optical transmission device business of Eudyna Device, Inc. and Sumitomo Electric Industries, Ltd.

SEDI designs and manufactures optical/wireless components, subsystem to Telecom, CATV, broadband data communication and wireless market.

SEDI is one of the world's leading company in the optical communication components market while also providing various solution in other areas, such as mobile communication, consumer-use application and automobile market.

<http://www.sedi.co.jp>

About Sumitomo Electric Device Innovations, USA Inc

Sumitomo Electric Device Innovations, USA Inc(SEDU), a subsidiary of Sumitomo Electric Industries,, is a leading provider of optical components, modules, and subsystems to the Telecom, CATV, broadband, data communications and wireless markets. SEDU offers a comprehensive array of transceivers, transmitters, receivers, lasers, photodiodes, and passive components.

SEDU focuses on the Americas market, while drawing on the well-established global presence of Sumitomo to achieve integrated support to customer facilities throughout the world.

<http://www.sei-device.com>

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