

**News from Sumitomo Electric Industries, Ltd.**

For Immediate Release

July 26, 2011

**Sumitomo Electric Named ARRIS Group 2010 Optical Component Supplier of the Year**

*Company's US Subsidiary Singled out for Excellence in Optical Transmission Solutions*

**Tokyo, Japan -- July 26, 2011: 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, have been awarded the most prestigious Supplier Excellence Award for 2010 from **ARRIS Group, Inc. (Nasdaq: ARRS)**. ARRIS is a global communications technology company specializing in the design, engineering and supply of technologies that support broadband services for residential and business customers around the world.

The award recognizes Sumitomo Electric's strong support of the ARRIS commitment to its customers in the area of optical transmission for the delivery of triple play services across the world. "Sumitomo Electric has demonstrated outstanding commitment to ARRIS and to our customers by providing world-class service, quality and responsiveness," said Scott Ripa, Vice President, Supply Chain Management, ARRIS. "We greatly appreciate their commitment to helping us exceed the expectations of our customers and we look forward to growing this very successful mutual relationship."

"Sumitomo Electric is honored to receive the ARRIS Supplier Excellence Award for 2010," commented John Wyatt, President of SEDU. "It is extremely rewarding and our team enjoyed the challenge of exceeding ARRIS' evolving demands and goals. Our 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 successful strategies in 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 30 countries and employs 180,000 people. Sumitomo Electric reported group net sales of \$24 billion for the year ended March 2011 <http://global-sei.com>

**About Sumitomo Electric Device Innovations, Inc**

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

SEDI designs and manufactures optical/wireless components, subsystems to the telecom, CATV, broadband data communication and wireless markets.

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

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

**About Sumitomo Electric Device Innovations U.S.A., Inc.**

Sumitomo Electric Device Innovations, U.S.A., Inc. (SEDU), a subsidiary of Sumitomo Electric Industries, Ltd., 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 Electric to provide integrated support to customer facilities throughout the world.

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

#### **About ARRIS**

ARRIS is a global communications technology company specializing in the design, engineering and supply of technologies that support broadband services for residential and business customers around the world. The company supplies broadband operators with the tools and platforms they need to deliver converged IP video solutions, carrier-grade telephony, network video processing, whole home video, demand driven video, next-generation advertising, network and workforce management solutions, access and transport architectures and ultra high-speed data services. Headquartered in Suwanee, Georgia, USA, ARRIS has R&D centers in Suwanee; Beaverton, OR; Chicago, IL; Kirkland, WA; State College, PA; Wallingford, CT; Waltham, MA; Cork, Ireland; and Shenzhen, China, and operates support and sales offices throughout the world. Information about ARRIS products and services can be found at [www.arrisi.com](http://www.arrisi.com).

#### **Sumitomo Electric Device Innovations, U.S.A., Inc.**

Effie Favreau, +1-603-929-7313

EFavreau@sei-device.com