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Nidec Corporation

New York Stock Exchange symbol: NJ
Stock exchange code (Tokyo, Osaka): 6594

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Nidec to Solidify Sales Foothold in China

Nidec Corporation (NYSE: NJ) today announced that Nidec (H.K.) Co., Ltd., one of its wholly owned sales subsidiaries in China, has established a subsidiary company in Shenzhen City, Canton, China (the “Shenzhen Office”).

1. Objectives of the Shenzhen Office

The Shenzhen Office is intended to perform the central role in Nidec’s customer management initiatives and new market exploration in South China, the fast-growing international industrial area for the development and production of information technology devices, home appliances and automobiles.

2. Outline of the Shenzhen Office

(1) Company Name: Nidec (Shenzhen) Co., Ltd.

(2) Location: Flat B-1A, 43/F, Block A, World Finance Centre, Shennan E. Road, Luohu District, Shenzhen City, Guangdong Prov., The People’s Republic of China
Tel: (86)-755-2598-1929
Fax: (86)-755-2598-1989

(3) President: Mitsuru Tsuyoshi
Executive Officer of Nidec Corporation;
President of Nidec (H.K.) Co., Ltd.

(4) Date of Business Commencement (Planned): November 1, 2009

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NIDEC CORPORATION

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