

**FOR IMMEDIATE RELEASE**

## **AGC Asahi Glass became a 2014 FIFA World Cup™ Branded Licensee**

**Tokyo, October 30<sup>th</sup>, 2012** – As a world-leading manufacture of glass, chemicals and high-tech materials, AGC Asahi Glass (AGC) is proud to announce that the Company has signed an agreement to become a branded licensee of the 2014 FIFA World Cup™.

Through this license agreement, AGC is pleased to become the first B-to-B company to market the “Official Licensed Glass Roof of the 2014 FIFA World Cup™ Player Benches” for the FIFA Confederations Cup 2013 and the 2014 FIFA World Cup Brazil™.

The venue of the 2014 FIFA World Cup™ is Brazil where AGC is scheduled to make a full-fledged entry into the country’s architectural and automotive glass markets. In this significant growth market, AGC looks forward to growing together with Brazil and enjoying the exciting games with football fans all over the world.

This new collaboration with world football’s governing body illustrates AGC’s cutting edge technology and its status as a world-leading glass supplier and its boundless possibilities to serve its customers around the world as a global solution provider.



### **About the AGC Group**

The AGC Group, with Tokyo-based Asahi Glass Co., Ltd. at its core, is a world-leading supplier of flat, automotive and display glass, chemicals and other high-tech materials and components. Drawing on more than a century of technical innovation, the AGC Group has developed world-class expertise in fields including glass, fluorine chemistry and ceramics technologies. The group employs some 50,000 people worldwide and generates annual sales of more than 15 billion USD through business in about 30 countries. For more information, please visit [www.agc.com/english/](http://www.agc.com/english/).



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