



March 25, 2002
J-Power/EPDC

J-POWER - Our New Communication Name

With effect from April 1 of this year, we have given ourselves a new communication name: J-POWER.

Amidst the dramatic changes in our management climate following the privatization of our organization and the liberalization of the power sector we have launched positive CI (corporate identity) activities since 1999 with a view to bringing about fundamental changes in our corporate culture and enhancing our corporate image. In the context of these CI activities, the idea of adopting a new communication name as a symbol of our intent and commitment to make a fresh start as a private company was embraced with a widely shared sense of enthusiasm among our staff.

The general decision of our coworkers was to give ourselves a new communication name worthy of the new era that has arrived: J-POWER. This new name will supersede the familiar DENPATSU that has been our communication name over the years.

The naming J-POWER is an expression of our ambition and resolve to open new windows into all our future through the worldwide deployment of our business activities as a Japanese company in the energy and environmental areas. It is a statement of our confidence to give people throughout the world the “power” to face our global future with the solid backing of our technological strength and achievements established in our business activities both in Japan and in the world as a whole over the last half-century.

We have also introduced a new design for our logo mark J-POWER. Named GLOBAL EDGE, the new design is a combination of an arc line representing a part of the earth’s arc-shaped contour and the name J-POWER as a graphic-semantic device to express the imagery of the global span of our business activity and our leading position at the cutting edge of technology. (See attached page for fuller details.)

The new logo mark will be used on all business cards, envelopes, company banners, badges and advertising with effect from April of this year.

(Note: Our official company name Electric Power Development Co., Ltd. will remain unchanged.)



Name of Design: GLOBAL EDGE

The design of the new logo mark employs the name [J-POWER] in a novel shape drawing on the earth motif to express the full dynamic strength of a company - EPDC - that is poised for a global takeoff in a large range of fields related to energy and the environment. The arc segment line tangential to the letter [J] represents a part of the earth's surface contour. The color arrangement employs red to signify the profusion of energy and human warmth and gray as a symbol of technological excellence at the cutting edge and reliability at its most reliable.

We have placed the design work with the world-famous CI designer Fumi Sasada.

(Designer Information)

Personal Profile of the Designer, Mr. Fumi Sasada

Bravis International Limited, President

Main CI design records include Japan Airlines (JAL), Japan Travel Bureau (JTB), NEC Corporation (NEC), and Nippon Telegraph and Telephone Corporation (KDD). Apart from CI, he also gained fame at the Nagano Olympic.

End of announcement