

May 10, 2017
Mitsui Chemicals, Inc.

Mitsui Chemicals Cosponsors 2017 ITU World Triathlon Yokohama

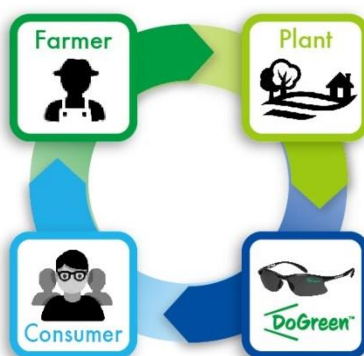
Do Green™ sunglasses made from plant-derived material are provided to athletes and judges

Mitsui Chemicals, Inc. (location: Minato-ku, Tokyo; president & CEO: Tsutomu Tannowa) cosponsors 2017 ITU World Triathlon Yokohama as a Yokohama Supporter. The triathlon will take place in Yokohama-shi on Saturday, May 13 and Sunday, May 14. The company has developed Do Green™ sunglasses whose lenses and frames are made from plant-derived material.

Mitsui Chemicals is cosponsoring the event for the third time and third consecutive year. This year, Mitsui Chemicals is boosting the competition by providing the athletes and judges with the 2017 model of Do Green™ sunglasses, which is characterized by its blue color. Blue is the color of Yokohama-shi's municipal logo, of the ITU World Triathlon Yokohama and also Mitsui Chemicals' corporate color.



Do Green™ refers to the plant-derived materials utilized by Mitsui Chemicals to help achieve a cohesive society that is in harmony with the environment. Mitsui Chemicals conducts Do Green™ activities to provide solutions to social issues involving farmers who produce natural ingredients for these products and their neighboring areas. One of these activities is to help improve the health of the vision of the local people who produce the plants from which the plant-derived products are made. Mitsui Chemicals started conducting eye examinations and a survey of castor farmers and rural residents in Gujarat in October 2015, and were initiated in November last year with rural residents in Uttar Pradesh as well. In total, approximately a thousand of local farmers has joined health of vision activity.



Agreeing with the aim of 2017 ITU World Triathlon Yokohama for better harmony with society and the environment, Mitsui Chemicals provides Do Green™ sunglasses in cooperation with the SWANS program of Yamamoto Kogaku Co., Ltd. and with Itoh Optical Industrial Co., Ltd. The former supports the development of a comfortable sports environment, while the latter has expertise in the manufacture of high-performance lenses.

Do Green™ sunglasses are made using Mitsui Chemicals' plant-derived lens and frame material developed by Mitsui Chemicals, and have obtained biomass product certification in Japan. In addition to Do Green™ sunglasses, exhibits of the event's expo at Yamashita Park will also include "Mitemi", the world's highest-magnification stamp loupe for people with poor vision and the elderly. Furthermore, the Institute of Cultural Affairs: Japan, a supporter of the Do Green™ activities, will explain the activities.

In addition, the following efforts by Mitsui Chemicals Industrial Products Ltd. (location: Bunkyo-ku, Tokyo; president: Shu Saito), a subsidiary of Mitsui Chemicals, will be explained.

- Braille tiles and the SILIKAL Art Method: these have already been used in Yokohama-shi
http://jp.mitsuichem.com/release/2016/2016_1130.htm
- Blind soccer and activities of Saitama T.Wings (by Saitama T.Wings)

Information about ITU World Triathlon Yokohama

The World Triathlon Series is:

One of the world's most prestigious championships organized by the International Triathlon Union, competed over a standard distance of 51.5 kilometers.

The nearly two-day competition is divided into the Elite Division, consisting of top athletes, and the Age Division, which is further divided into categories and consists of general participants.

Date and time:

Saturday, May 13

Elite Paratriathlon Division

Elite Division (men and women)

Sunday, May 14

Age Paratriathlon Division

Age Division (standard and sprint) and Relay Division

Venue:

A special venue around Yamashita Park in Yokohama-shi

Detailed information:

<http://yokohama.triathlon.org/en/home/>