

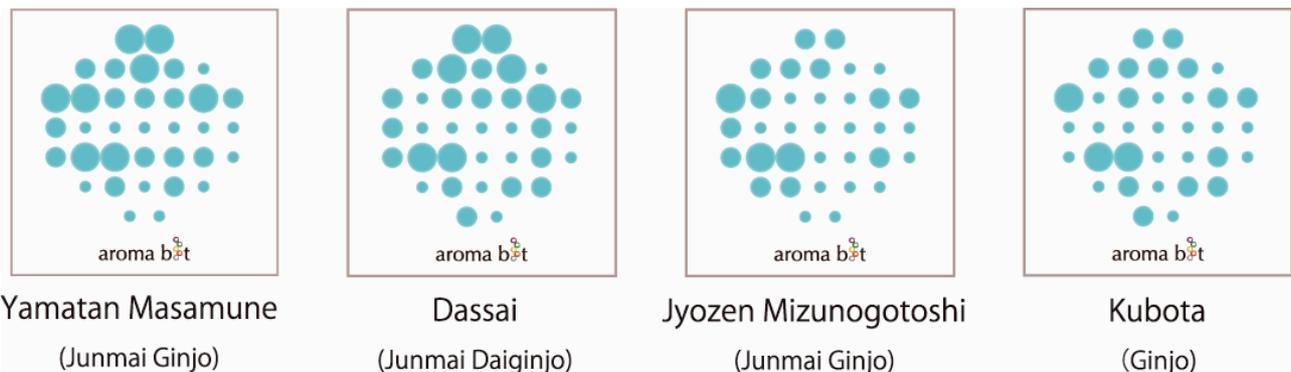
NEWS RELEASE

April 27th, 2017
AROMA BIT, INC.
YAGI—SYUZOBU CO., LTD.

**Aroma Bit to beta-release “aroma code”- the world’s first
aroma visualized smart label issuance service, enabling
to digitally see, search and compare product aroma**

Yagi-Shuzobu to start shipping Yamatan Masamune Series
Sake, equipped with “aroma code” visualizing sake’s aroma

aroma codeTM



<“aroma code” samples of representative Japanese Sake Brand >

TOKYO, April 27, 2017 - AROMA BIT, Inc. (hereafter Aroma Bit, Chuo-ku Tokyo, Representative Director Shunichiro Kuroki), a leading provider of compact odor imaging sensor and innovative service using the sensor, today announced that the company is beta-releasing “aroma code,” the world’s first aroma visualized smart label issuance service.

AROMA BIT, Inc.: <http://www.aromabit.com/en/about/index.html>

Furthermore, YAGI-SYUZOBU Co., Ltd. (hereafter Yagi-Syuzobu, Imabari, Ehime, Representative Director & President Nobuki Yagi), a award-winning Japanese sake brewery company, today

announced that the company is start shipping world's first sake with aroma code under its Yamatan Masamune line-up in April 2017.

YAGI-SYUZOBU: <http://www.yamatan.jp>

『aroma code』 is the world's first aroma visualized smart label issuance service, enabling to “see”, “search” and “compare” product aroma digitally

“aroma code” is the world's first aroma visualized smart label issuance service- product aroma is visualized and expressed as patterned cord in form of smart label, using Aroma Bit developed compact odor imaging sensor.

“aroma code” provides new way to intuitively communicate and convey product's aroma, conventionally difficult to achieve online, by placing aroma code on product label or displaying on e-commerce webpage. For example, e-commerce sites cannot convey product aroma online. By placing “aroma code”, consumers will have an approximate idea of aroma of the product simply by visually comparing aroma code patterns, without ever smell tasting the product when making purchase online. For our customers, overlooked opportunity loss is recovered for those consumers who may have purchased customers' product if approximation of product aroma information is known prior to purchase.

Furthermore, products with aroma code can be searched based on product aroma similarity (or dissimilarity), providing consumers to discover customers' product, expected to serve as new promotion tool for our customers.

aroma code: <http://www.aroma-code.com/>

Contact: info@aroma-code.com

■ Aroma Bit welcome Yagi-Syuzobu as Strategic Partner Customer of Sake Product Category
Aroma Bit and Yagi-Syuzobu, by introducing sake with aroma visualized “aroma code,” aim to provide sake fans new ways to enjoy, select, discover, connect, interact and communicate through aroma visualization technology, resulting in driving sake's product value, conventionally difficult to achieve.

■ About Aroma Bit

AROMA BIT, Inc. designs, develops, manufactures and sells compact odor imaging sensor and innovative services using the sensor.

<CORPORATE PROFILE >

Company Name:	Aroma Bit Inc.
Address:	Sagami Building 2 nd Floor, 7-13-6 Ginza, Chuo-ku, Tokyo, Japan
Representative Director:	Shunichiro Kuroki
Business:	- Development, Production and Sales of electronics equipments and systems including compact odor imaging sensor. -Production, Development and Sales of innovative services using the Sensor products. -Other business related to the above.
URL :	http://www.aromabit.com

■ About YAGI—SYUZOBU

YAGI—SYUZOBU CO., LTD. is Japanese sake brewery dedicated to “Fidelity” as theme since its foundation in 1831. Our sake consists of water drawn from own well is underground water originated from local Sojagawa river, rice locally grown in Ehime (for most part), technique inherited from Hiroyuki Murakami, regarded as the last remaining Ochi Toji (School of Chief brewer). To date have awarded Gold Prize 14 times by Zenkoku Shinshu Kanpyokai (the National Research Institute of Brewing.), dedicated to further advance product quality.

<CORPORATE PROFILE >

Company Name :	YAGI—SYUZOBU CO., LTD.
Address:	3-3-8 Asahi-cho, Imabari-shi, Ehime, Japan
Representative Director & President:	Nobuki Yagi
Date of Foundation:	October, 1950
Business:	- The planning, manufacturing and sales of Japanese Sake.
URL :	http://www.yamatan.jp

*Resource: Aroma Bit

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