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### **Announcement of newly developed high-strength silver alloy clay at the PMC Conference in the U.S.**

Mitsubishi Materials Corporation ("MMC", Headquarter: Chiyoda Ward, Tokyo / President: Hiroshi Yao) and its Precious Metals Division (General Manager: Satoshi Terashita), will announce the development of a new precious metal clay product ("PMC PRO") on July 29th at the 5th PMC Conference 2010, which is one of the world's largest precious metal clay exhibition events and will be held at Purdue University, Indiana, U.S.A., from July 29th to August 1st, 2010.

Precious Metal Clay (PMC) is a soft material which is composed of metal powder, binder, and water, and has characteristic of being able to be formed as precious metal clay artworks freely without difficulty. PMC was developed by MMC for the first time in the world, and has earned lots of lovers not only in Japan but also all over the world, especially in the U.S.A., since the beginning of sales in early 90's. This time, MMC has succeeded in the development of a new high-strength silver alloy clay ("PMC PRO") that had been requested for a long time from the PMC users who sell their artworks.

Because of its strength (more than twice as much as the conventional PMC), PMC PRO enables the production of certain delicate artworks that was difficult by using the conventional PMC. In addition, it broadens the line-up of artworks due to its high surface hardness. MMC foresees these characteristics will be accepted by a new category of art and craft users.

PMC PRO is scheduled to be sold from upcoming October 2010, in the U.S.A., and from the year of 2011 in other countries.

Inquiries for the product:

Card & Clay Business Department, Precious Metals Division,  
Mitsubishi Materials Corporation  
(TEL: +81-3-5252-5430)