

# CITY OF CYPRESS PRESS RELEASE

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For Immediate Release  
Contact: Bill Manis (714) 229-6671

FOR IMMEDIATE RELEASE

**SUBJECT: Daiwa Corporation Officially Opens for Business in Cypress!**



(Pictured from left: Mr. Gerry Zimmer, Operation Manager, Daiwa Corp.; Mr. Mark Yokoyama, Chief of Police; Mr. Bryan Yamne, Terminal Tackle, Daiwa Corp; Mr. Todd Seymore, Councilmember; Dr. Prakash Narain, Mayor; Mr. Tom Komatsu, President, Daiwa Corp; Ms. Cyndy Tyler, Corporate Controller, Daiwa Corp; Ms. Cheryl Barrickman, Credit Manager, Daiwa Corp; Ms. Megumi Lucas, Research & Development, Daiwa Corp; Mr. Terry Pederson, Vice President of Sales, Daiwa Corp; Mr. Bill Liston, Vice President of Advertising, Daiwa Corp; Mr. Mic Mitani, Vice President of Finance, Daiwa Corp)

The Daiwa Corporation has officially relocated to the City of Cypress and held a festive ribbon cutting event on Thursday, October 21, 2010. Their new 53,433 square foot corporate headquarters is located at 11137 Warland Drive, with a workforce of 50 professionals.

Daiwa Corporation is the U.S. distribution and customer support subsidiary of the Tokyo-based fishing tackle and sportswear maker, Globberide. The company's products include rods, reels, line, lures and fishing accessories. Daiwa products accommodate every type of angler for freshwater, offshore, inshore, controlled depth surf, jetty species and technique specific products.

Daiwa distributes its tackles through independent retailers and mass merchants in the U.S., Canada, and Central and South America. The company also provides equipment maintenance and repair services.

Daiwa is also leading innovation in the golf industry with their line of high quality golfing products. Daiwa Golf's emphasis has been on innovation and quality from the very beginning. The result is a long list of Daiwa Golf product features, design and materials that have become standards for the industry. Some of the quality products include the newest Daiwa Golf Driver, Daiwa Golf Fairway Wood, and Daiwa Golf Iron Set such as Daiwa ONOFF Driver, Daiwa ONOFF Fairway Wood, Daiwa ONOFF Plus Driver, Daiwa ONOFF Plus Fairway Wood, Daiwa ONOFF Iron Set and Daiwa ONOFF Plus Forged Iron Set.

To process sales and distribution in the United States, Daiwa Golf (U.S.A) first opened its doors on February 2008, operating from a small facility in Cerritos, California. Today, Daiwa Golf sells throughout the United States, Canada, Central and South America, and Asia.

For additional information regarding the BRACE Program and other City services for the business community, or for information on how to relocate your business to the City of Cypress, please contact Redevelopment/Economic Development Manager, Bill Manis at (714) 229-6671.

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