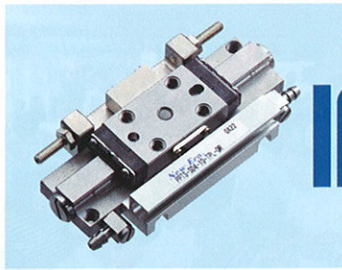


## INTRODUCING NEW-ERA "PNEUMATIC EXHIBITION"

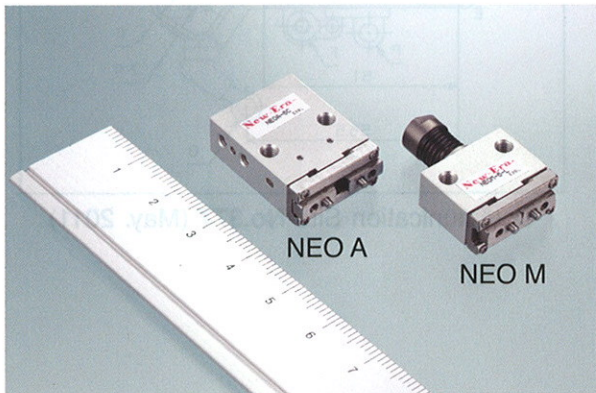


**IFPEX2011**

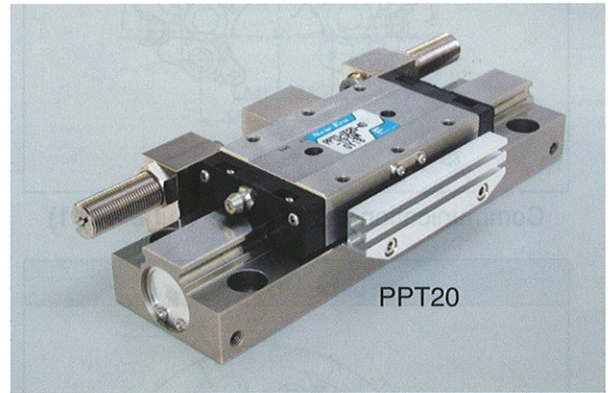
**JULY 20-22, 2011**  
TOKYO BIG SIGHT  
EAST HALL



### NEW PRODUCTS



NEO SERIESE



PICO TABLE

<http://www.newera.co.jp/>

**New-Era Co., Ltd.**



# INTRODUCING NEW-ERA "BEER GARDEN"

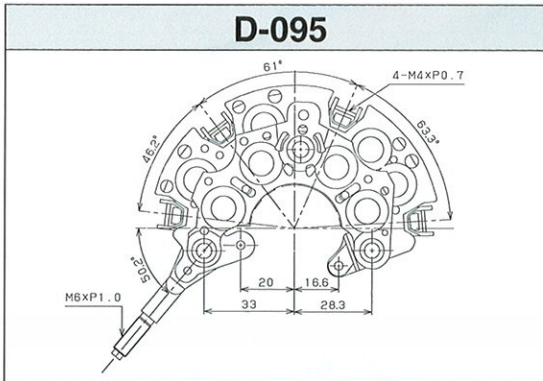
(Beer Party)

The first rooftop "beer garden" was born in 1953 in Osaka. Such beer garden was originated in a rooftop motorcycle exhibition where attendees were treated to beer.

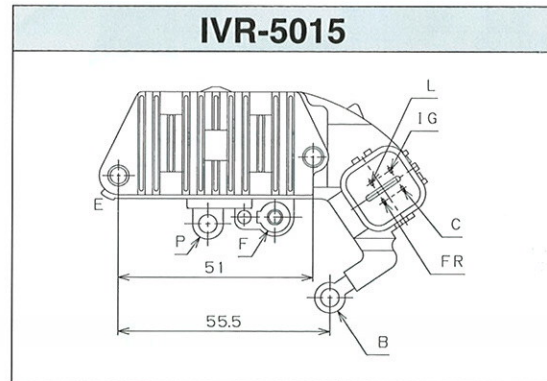


New-Era invited exporters and suppliers to our beer party that we call "beer garden" on 5/Aug/2011. More than 160 people enjoyed to talk a lot with drinking. Unfortunately we could not use the rooftop of New-Era building due to rain and hold at inside of building.

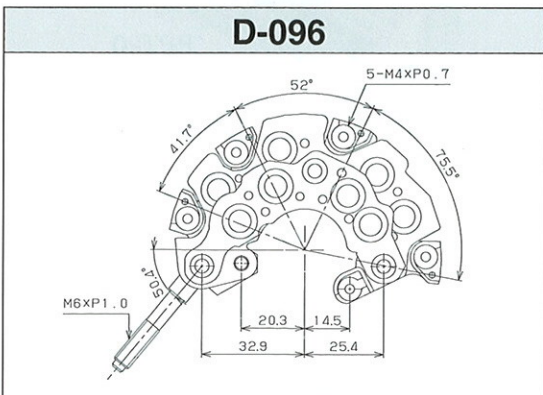
## DRAWING



Communication Site No.378 (June. 2011)



Communication Site No.377 (May. 2011)



Communication Site No.379 (July. 2011)