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THE OTSUKA WHATS & WHOS

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Exciting Summer in Wajiki '13 & Celebrating 30 Years of Calorie Mate



*Singer Songwriter Tatsuya Ishii
rocking out for his fans*



Fans at Exciting Summer in Wajiki Concert '13 cheering at Rake's performance

The heat wave with outdoor temperature of 41°Celsius (105.8° Fahrenheit) did not deter fans from all over Japan to descend upon a tiny town Wajiki with a population of 9,000. "Exciting Summer in Wajiki '13" outdoor rock concert took place on August 13th, a day after Otsuka Ren performed at the annual Awa Dance Festival in Tokushima.

Otsuka employees together with local community members get together every year to organize the outdoor concert at the Otsuka Pharmaceutical Tokushima Wajiki Factory happen. This year is the 24th annual summer concert and was sponsored in conjunction with the local municipal offices.

Music fans from near and far flocked to the lush rolling green hills of the Tokushima Wajiki Factory to see performances by popular Japanese artists that included Tatsuya Ishii, Beni, Rake, SKY-HI and Negoto.

Despite the scorching hot summer weather, the younger fans were screaming and jumping up and

down when the artists got on the stage and everyone waved their hands in the air when their favorite songs were performed.

Organized in partnership with local businesses with the goal of revitalizing and contributing to community development, Exciting Summer in Wajiki was first held at the Tokushima Wajiki Factory in 1990. Featuring promising young artists, the mid-summer outdoor concert, timed to coincide with the famed Tokushima Prefecture Awa Dance festival, has become a popular annual tradition. Over the years, Exciting Summer in Wajiki has grown to become one of Shikoku's largest outdoor musical events. This year, about 200 Otsuka Pharmaceutical employees volunteered to help at the concert that made it a success.

The factory production line was also opened to the public, and 700 visitors had come to see the production of Calorie Mate, which was celebrating its 30th anniversary.



History flow chart of Calorie Mate

The Tokushima Wajiki Factory was built in 1989 under the direction of Chairman Akihiko Otsuka as a factory park to bring work to a hilltop town. The dry climate in the high altitude was chosen to produce Calorie Mate which was then trucked for two hours to the nearest ports for shipping. The intention to revitalize Wajiki progressed with the building of an outdoor stage surrounded by greenery and a large, open space accented with artwork.