



FOR IMMEDIATE RELEASE

Nidec Corporation

New York Stock Exchange symbol: NJ
Stock exchange code (Tokyo, Osaka): 6594

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Released on January 20, 2010 in Kyoto, Japan

Nidec Extends Sales Reach into Guangzhou, China

Nidec Corporation (NYSE: NJ) today announced that Nidec (Shenzhen) Co., Ltd., a subsidiary of Nidec (H.K.) Co., Ltd., has established a branch office in Guangzhou City, Guangdong, China (the “Guangzhou Office”).

1. Objectives of the Guangzhou Office

The Guangzhou Office is intended to enhance Nidec’s customer relationship management and new market exploration initiatives in central Guangdong, a key province that underpins southern China’s outstanding presence as a fast-growing international industrial area for the development and manufacturing of information technology devices, home appliances and automobiles.

2. Outline of the Guangzhou Office

(1) Company Name: Nidec (Shenzhen) Co., Ltd. Guangzhou Branch

(2) Location: Room 2506, B Tower, China Shine Plaza, No.9, Lin He Xi Road, Tianhe District, Guangzhou, Guangdong, China
Tel: +86-20-2205-7800
Fax: +86-20-2205-7805

(3) Name of Representative: Kaichiro Oe, President of Nidec (Shenzhen) Co., Ltd.

(4) Date of Operation Commencement: January 20, 2010

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NIDEC CORPORATION

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