



Bodycote Thermal Processing Enters Japan Market

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World's Largest Contract Heat Treatment Specialist Expands Presence in Asia

NAGOYA, Japan – UK-based Bodycote International plc, the world's leading provider of thermal processing services, today announced the official opening of its office in Japan. Newly incorporated Bodycote Japan K.K. is targeting new business opportunities with Japanese OEMs. The Thermal Processing SBU has chosen to headquarter the Japan operations in Nagoya - home to a number of automotive and aerospace-related industries which rely heavily on metallurgical services.

"Establishing a base in the world's 2nd largest economy is of great strategic importance to Bodycote. From here, we will be able to better serve our existing Japanese customers who already outsource their heat treatment needs to us worldwide," said Mr. John Hubbard – CEO of Bodycote International plc – who traveled from the U.K. to attend the press conference and grand opening ceremony in Nagoya. Following China, India, Singapore, and Thailand, the sales liaison office in Japan becomes Bodycote's 5th location in Asia.

Bodycote is a member of the Greater Nagoya Initiative (GNI) - a joint organization of national and local governments, industry, and academia – which promotes the industrial economy in Nagoya to foreign direct investors. Since its inception in 2004, GNI has attracted more than 40 organizations to establish offices in the Greater Nagoya region. Bodycote's entry into Japan was also accelerated by assistance from the Japan External Trade Organization (JETRO) and the British government's Overseas Market Introduction Service (OMIS).

"With a regional hub in Singapore, Bodycote continues aggressively to make investments in heat treat processes throughout the Asia-Pacific region. We are actively seeking strategic partners in Japan who want to leverage Bodycote's intimate knowledge of the automotive and aerospace industries," commented Mr. Dan McCurdy, Managing Director - Asia, who accompanied Mr. Hubbard to Japan this week.

About Bodycote

Founded in 1923, Bodycote International plc offers premier metallurgical services at more than 300 facilities in 35 countries worldwide. Headquartered in Macclesfield, UK, Bodycote also provides material testing services. Sales in 2007 exceeded US\$1 billion. For more information, visit www.bodycote.co.jp

Contact info:

Bodycote Japan K.K.

Julian Bashore, Representative Director

Tel: 052-912-5518

japan.sales@bodycote.com

www.bodycote.co.jp