

PRESS RELEASE:

December 19, 2007

Japan Center for International Exchange (JCIE)
The Tiffany & Co. Foundation

Tiffany Foundation Award Established for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society

The Japan Center for International Exchange (JCIE) and The Tiffany & Co. Foundation are pleased to announce the establishment of the Tiffany Foundation Award for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society.

The Tiffany & Co. Foundation, established in 2000 in the United States by Tiffany & Co., makes grants in the fields of arts and culture and the environment. The Foundation is launching a new initiative in Japan in partnership with JCIE, a Japanese nonprofit organization with a long track record of facilitating corporate philanthropy and grant-making activities. Together these organizations will create and manage the **Tiffany Foundation Award for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society**. The award will recognize organizations that have contributed to the promotion of Japanese traditional culture and to the revitalization of local community.

1. Award Description

The Tiffany Foundation Award will recognize organizations whose activities: (1) Incorporate the heritage of traditional local culture into the contemporary activities of modern society by mobilizing the participation of a wide range of citizens in traditional cultural activities; (2) Revive traditional cultural activities that have been passed down through the generations with the purpose of regenerating a sense of local pride and contribute to community revitalization; (3) Promote domestic and international exchange related to the theme of traditional arts and culture to rejuvenate local communities and open them to the rest of the world.

The Tiffany Foundation Award for Japanese Traditional Arts and Culture will be presented to two organizations: one that is nationally recognized and is expected to introduce a revolutionary or innovative element to their field; and another that is recognized at the community level as having great potential or that has produced exemplary results through efforts in its region

One award will be made in each category, and recipients will each receive a ¥2 million award and a custom-designed trophy by Tiffany & Co.

2. Nomination Process

JCIE will request nominations for the award from experts and institutions active in relevant fields throughout Japan. In addition, organizations with a strong record of carrying out exemplary activities in keeping with the objectives of this award are invited to directly nominate themselves.

3. Selection Process

The deadline for nominations will be in January 31, 2008. A selection committee has been set up by JCIE to evaluate the nominees. The committee is comprised of the following three experts, who will determine the award winners.

Selection Committee

Katsuhiko Hibino

Artist; Professor,

Tokyo National University of Fine Arts and Music

Fumio Nanjo

Director, Mori Art Museum

Yuko Tanaka

Professor, Hosei University

4. Award Ceremony

The first Tiffany Foundation Award will be presented at an awards ceremony to be held in Tokyo in June 2008.

5. Contact Information

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About JCIE

The Japan Center for International Exchange (JCIE) was founded in 1970 as an independent, nonprofit organization to promote mutual understanding and cooperation between Japan and other countries on policy issues related to international affairs and on political, economic, and social issues.

In order to respond to the international exchange needs in this new era, JCIE carries out a wide range of activities such as international dialogues and research on policy issues, as well as exchanges and studies that aim at strengthening the private sector.

In addition, since its founding, JCIE has worked to support and facilitate the philanthropic efforts of corporations and foundations both within Japan and abroad, and has over 20 years of experience in carrying out research on international exchange and international cooperation that is connected to the revitalization of local communities. For more information about JCIE, please visit www.jcie.or.jp.

About the Tiffany & Co. Foundation

Established in 2000, The Tiffany & Co. Foundation provides grants to nonprofit organizations dedicated to the education and preservation of the arts and environmental conservation. Guided by the belief that a successful company has a responsibility to the greater community, the Foundation awards grants to institutions that preserve traditional artisanship. Support is also given to cultural institutions that foster the decorative arts. In addition, the Foundation assists organizations dedicated to conservation of natural resources from which the company draws the materials and inspiration that are at the heart of Tiffany design. For more information on The Tiffany & Co. Foundation, please visit www.tiffanyandcofoundation.org.