

Michael F. Easley
Governor



State of North Carolina
Office of the Governor

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GOV. EASLEY ANNOUNCES 75 NEW JOBS AND \$35 MILLION INVESTMENT IN WILSON

RALEIGH—Gov. Mike Easley announced today that Japan-based Livedo Corporation will locate its first U.S. facility in Wilson investing an estimated \$35 million and creating 75 new jobs in the state during the next three to five years. This is the company's first facility outside of Japan.

"Livedo's decision to locate its first production outside of Japan in North Carolina reaffirms our reputation as one of the most attractive business locations in the nation and in the world," said Easley. "As we continue to make wise investments in education and infrastructure, international companies such as Livedo will continue to want to call North Carolina home. Livedo USA will join more than 150 other Japanese-affiliated firms with operations in our state."

Livedo Corporation, headquartered in Ehime, Japan, is a leading manufacturer of incontinence products for adults, disposable medical products, cleaning materials and other personal care products. The company was established in Japan in 1965, has more than 600 employees in Japan and is publically held.

"In Japan, we had heard that North Carolina was *among* the most favorable locations for business in the United States, but once we began looking, we discovered it was *the* best location," said Masashi Uda, Livedo Corporation president. "In Wilson, we are confident that we can find the type of workforce that we need, and we believe our business will continue to grow as a result of our decision to locate in North Carolina."

Livedo USA Inc. will locate in the Wilson Corporate Park's 132,000 square-foot shell building and will begin production in December 2004. The majority of the positions will be manufacturing that will pay above the county's average wage of \$555 a week.

The announcement was made possible with the help of the N.C. Department of Commerce and its Japan Office, the North Carolina Community College System, Wilson County and City officials, as well as the Wilson Economic Development Council.

For more information on employment with Livedo, visit their website
http://www.livedo.jp/web_contents/english/1.html.

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