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EXCLUSIVE SPONSORSHIP OPPORTUNITY AVAILABLE

Former Nikkei Business Publications senior editor Hisashi Arai, now CEO of SoRiQ, Inc., is inviting individuals, groups and corporate sponsors to help launch *Sampo Nikki: A Walking Diary*. This bilingual photojournal series introduces Japanese culture from the twin perspectives of an American journalist and a Japanese historian. The first of the series – *Seven Gods of Fortune* – will be published in September 2013. This limited first edition, published by SoRiQ, Inc., is 200 pages full-color, 130mm × 202mm.

Each book in the series consists of a one-day trip, introducing local customs and attractions largely unknown to typical tourists. Journalist Eric A. Smith and historian-illustrator Mihoko Kobayashi team up to share the diversity of Japanese culture, visiting town-by-town, gathering information and photographing scenes along the way.

The American view of Japanese culture is interesting to many Japanese, while the native Japanese perspective is useful to foreign visitors. Following *Sampo Nikki Book I* will be *Sampo Nikki II: NeoTokyo*, which explores Tokyo's fashion meccas in Harajuku, Shibuya and Omotesando; and *Sampo Nikki III: The Shogun's Temple and the City from the Future*, which introduces Zojoji Temple and Odaiba.

The *Sampo Nikki* series is designed to help spread knowledge of Japanese culture overseas, so we would like to invite you to join in sponsoring us with an advance purchase to express your support. Those purchasing over 200 copies will receive a 20% discount, and have their name added to the book as an official sponsor. Sponsorship will be available until September 5th, 2013.

Sampo Nikki is Japanese for *Walking Diary*. Each of these 200-page photo journals guides you through a single day's exploration of Japan. Join guides Mimi and Araiguma and learn about Japanese food, history, culture and trends. Mimi is a Japanese rabbit and Araiguma is an American raccoon, both living in the rich diversity of Japanese culture - the fascinating people, places, architecture and thriving culture of daily Tokyo life.

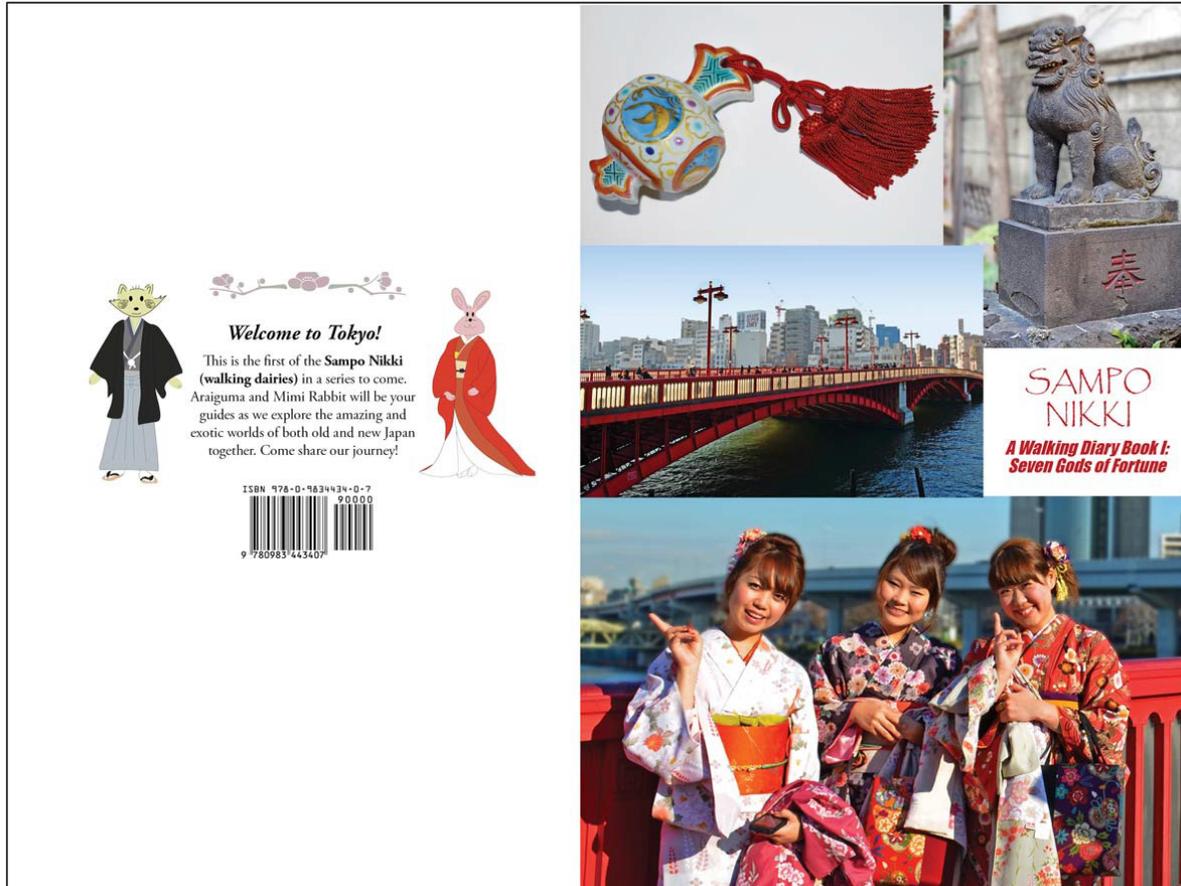
As they explore Tokyo and beyond, they share the twin perspectives of a visitor and a native - Araiguma is a world traveler and journalist, and Mimi is a scholar of Japanese art, history and culture. Mimi wants to preserve her proud Japanese heritage, while Araiguma wants to experience the thrills of modern Japan. Together, they guide you along new and exotic adventures. Their twin perspectives provide a rich insight into a variety of locales - from sites steeped in ancient Eastern history and lore, to exciting cultural hotspots where hip Japanese youth gather, and secret places you won't discover among more conventional guidebooks.

ABOUT THE AUTHORS

Eric A. Smith is a freelance journalist in Tokyo, Japan, currently studying for a PhD in psychology. A graduate of the University of North Carolina, he was a science reporter and photographer for *The Beacon* newspaper in Research Triangle Park before moving to Canada and opening his first company. He has taught in colleges and corporations throughout Canada, the US and Japan. He is also a former associate editor of world-acclaimed *Adbusters* magazine, and the founder and CEO of Polyglot Studios, KK.

In 2013, Smith published *The Path Book I: Origins*, and *The Path Book II: Destinies*, which apply cutting-edge neuroscience, anthropology, applied psychology, and nutrition to the field of self-help. He is the grandson of the late North Carolina Poet Laureate, Secretary of the Arts, and national president of the Associated Press Managing Editors Association, Dr. Sam Ragan.

Mihoko Kobayashi is a Tokyo native, economics graduate and IT engineer. She loves to travel, and to deeply experience diverse culture, food, customs and peoples. Whenever she visits a new place, she prefers the lesser-known sights to the famous ones, and researches wherever she goes. Her enthusiasm has led her to quit the IT industry, devoting her time to the *Sampo Nikki* series, introducing visitors to Japan's hidden treasures.



FACTS AT A GLANCE

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