



continuous innovation for pathology

Sakura Finetek USA Press Release

August 26, 2019

Sakura Finetek USA establishes social media presence on LinkedIn, Facebook and YouTube to broaden communication with its customers.

Contact: Erico von Bueren, Director of Marketing

TORRANCE, CA – Sakura Finetek USA, Inc. today announced the launch of three social media sites including LinkedIn, Facebook and YouTube.

With the increasing use of mobile devices, social media has become a platform for communication in our private and business life - with the touch of a finger customers can now learn about successful implementation of Sakura Finetek USA's automation to gain a better quality of life at work while making the laboratory more competitive for the future.

“These new Sakura Finetek social media communication channels have been designed to provide our histology laboratory customer community with a user-friendly experience to reinforce, strengthen, and build on brand loyalty through valued and interesting content that connects our brand to customers’ work and personality”, said George R. Kennedy, Senior Vice President of Sales and Marketing.

“Today we start sharing valuable information about our products and services on these three social media platforms to support best care of patients and enable a brighter future in healthcare” said Adam Hammer, Senior Events and Communication Manager, and continues “Let's connect on LinkedIn, Facebook and YouTube”.

About Sakura Finetek USA, Inc.

With its U.S. office based in Torrance, California, Sakura Finetek is the global leader in advancing cancer diagnostics by providing integrated solutions for anatomic pathology and patient treatment through best-in-class innovation, quality and customer care. With a strategic focus on end-to-end automation, Sakura Finetek continues to lead the industry in

Sakura Finetek USA, Inc.
1750 W 214th Street
Torrance, CA 90501
U.S.A.

Tel. +1 310 972 7800
Fax. +1 310 972 7888

www.sakuraus.com



continuous innovation for pathology

the development and commercialization of automated histopathology instrumentation and consumables for anatomic pathology.

Sakura Finetek systems dramatically increase efficiency, standardize results, and enable pathology laboratories to more simply manage their daily workload while significantly impacting patient care. Visit www.sakuraus.com to learn more.

For more information regarding Sakura Finetek USA's social media presence please contact:

Erico von Bueren
Director of Marketing
Sakura Finetek USA, Inc.
1750 W. 214th St.
Torrance, CA 90501
evonbueren@sakuraus.com

MPRE0042 Rev.A