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## **SUNNY SIDE UP introduces new employee benefit for “Premium Friday” Kicking off on February 24, 2017**

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SUNNY SIDE UP, INC. (President, Etsuko Tsugihara), a leading Japanese PR enterprise, is known for its fun and interesting employee benefits, and will be one of the first corporations in Japan to add its original version of the METI and Keidanren backed program, “Premium Friday” to the list.

SUNNY SIDE UP (SSU) will be expanding its list of unique benefits by allowing employees to leave work early on the last Friday of every month, so that they can devote that extra time for personal growth and development.

**PREMIUM FRIDAY**

### **[What is the new benefit -“TANOKIN”?]**

- Starting in February 2017, employees will be able to leave work 4 hours early on the last Friday of every month
- All employees, including part-time staff, will receive a one-time 3,200 yen allowance to be used towards “Premium Friday Activities” on the kick off date (February 24, 2017)
- Part time staff will be paid for the 4 hours even if they clock out
- No intra-company events or meetings will be held on Premium Fridays

### **[Comment from SSU President Etsuko Tsugihara]**

“We strongly believe that work and private life go hand in hand – an employee that is enjoying their job will also enjoy their personal lives, and the more fulfilling their personal life, the more productive they can be at work. Experiencing something new may lead to a new work idea. Taking up a new sport will definitely improve one’s health and most likely increase job productivity. Spending time with family may help them to be more laid back at work. You only live once, and it is our sincere hope that our employees are able to maximize their full potential, both at work and away.”

### **[What is Premium Friday?]**

The Premium Friday campaign is an initiative for encouraging the public to take opportunities to enrich personal experiences for happiness and fun, e.g., shopping, family dining-out and tourism, or to create private time for these purposes. The first Premium Friday will take place on Friday, February 24, 2017 and will be held on the last Friday of every month thereafter.

### **■ About SUNNY SIDE UP, INC. (SSU)**

Established in 1985, SSU has continued to apply its company philosophy “Let’s Have Fun” to all areas of business, ranging from strategic PR, Marketing Communication, Sales Promotion, Sports Marketing, etc. Representing the likes of former soccer player Hidetoshi Nakata and Olympic gold medalist swimmer Kosuke Kitajima, the Australian born “bills” restaurants, and “RockCorps”, SSU has continued to be at the forefront of the PR industry in every way.

SSU is also known for its unique and interesting social benefits programs referred to as the “32 benefit program”. It includes such programs as the “Lost Love Holiday” and “Egg Freezing Assistance”. Please refer to our website for more details: <http://www.ssu.co.jp/eng/>  
In 2016, SSU ranked 19th in the Holms Report Top 250 Global PR Agency Ranking.

### **<For further inquiries>**

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