

October 21,2004

Notice concerning pricing for the Secondary Offering of our shares

NGK Spark Plug Co., Ltd announced today that the offer price for the secondary offering of its shares which had been resolved by the board of directors of the NGK Spark Plug Co.,Ltd.(NTK) on October 13, 2004 was determined as follows.

1 . Secondary offering by way of underwriting by underwriters

- | | |
|-----------------------------------|--|
| (1) Offer price : | <u>¥1,003. per share</u> |
| (2) Aggregate offer value: | <u>¥6,218,600,000.</u> |
| (3) Underwriting price : | <u>¥961.60. per share</u> |
| (4) Aggregate underwriting value: | <u>¥5,961,920,000.</u> |
| (5) Subscription period: | <u>October 22,2004 – October 26,2004</u> |
| (6) Delivery date: | <u>November 1,2004</u> |

2 . Secondary offering by way of over-allotment

Apart from the secondary offering by way of underwriting by underwriters, the secondary offering by way of over-allotment will be conducted by Nomura Securities Co.,Ltd., which will borrow the Company's common stocks from the Company's shareholder(s) (the "Borrowed Stocks"), along with and taking into account market demand for the Company's stocks. In connection with this, Nomura Securities Co.,Ltd.will be granted the right to acquire up to 600,000 additional shares of common stock of the Company (the "Greenshoe Option") by the above-mentioned shareholders. The exercise period for the Greenshoe Option will commence on November 1, 2004 and will end on November 25, 2004.

Additionally, for the purpose of returning the Borrowed Stocks, Nomura Securities Co., Ltd. may purchase the Company's common stocks (the "Syndicate Cover Transaction") up to the number of shares regarding the secondary offering by way of over-allotment on the Tokyo Stock Exchange, for the period commencing on October 27, 2004 to November 19,2004 (the "Syndicate Cover Transaction Period"). During the Syndicate Cover Transaction Period, Nomura Securities Co., Ltd. may judge not to conduct Syndicate Cover Transaction at all or may conclude Syndicate Cover Transaction before reaching the maximum number of shares to be purchased.

- | | |
|----------------------------------|--|
| (1) Number of shares to be sold: | <u>600,000 shares</u> |
| (2) Offer price : | <u>¥1,003. per share</u> |
| (3) Aggregate offer value: | <u>¥601,800,000.</u> |
| (4) Subscription period: | <u>October 22,2004 – October 26,2004</u> |
| (5) Delivery date: | <u>November 1,2004</u> |

Note: This press release has been prepared for the purpose of an announcement to the public, not for representing solicitation to purchase securities. When making an investment, please refer to the prospectus for secondary offering (and amendments), prepared by the company for your judgment.