

2026.2.19

FOR IMMEDIATE RELEASE

## **Earth Corporation Sponsors "Sedona Forum Tokyo" Ensuring Hygiene with Proprietary MA-T<sup>®</sup>\*1 Technology Supporting a safer environment for global leaders at the first Sedona Forum held outside the U.S.**

Earth Corporation (Headquarters: Chiyoda-ku, Tokyo; President & Representative Director: Katsunori Kawabata; hereinafter "Earth Corp.") announces that it participated as a Bronze Sponsor in the international policy forum "Sedona Forum Tokyo" (Organized by the McCain Institute<sup>\*2</sup> and International House of Japan), held on Thursday, January 15, 2026. Through the provision of MA-T<sup>®</sup> products within the venue, Earth Corp. provided comprehensive support for the forum's operations from the perspective of hygiene management.

### **[Supporting a "Safer International Conference Model" through Hygiene Management]**

The "Sedona Forum," where top world leaders gather, was held in Tokyo—marking the first time the event has been hosted outside the United States. Amidst the participation of many global enterprises, Earth Corp., a company dedicated to global infection control measures, joined as a Bronze Sponsor. By providing products utilizing its proprietary MA-T<sup>®</sup> technology, Earth Corp. played a role in supporting the hygienic environment of the venue where international discussions took place.

<https://www.mccaininstitute.org/sedonaforumtokyo/sedona-forum-tokyo-supporters/>

### **[Ensuring Thorough "Hygiene Management" in the Venue with MA-T<sup>®</sup> Products]**

Earth Corp. implemented hygiene measures within the venue utilizing the innovative oxidative control technology "MA-T<sup>®</sup>". To ensure that over 100 policymakers and experts could focus on their discussions with peace of mind, the following products were provided within the venue to establish a "Safer International Conference Model" that maintains a hygienic environment.

- "Aqua Create Skin Solution" (Hand and Skin Cleaning Agent): Placed at all venue entrances and dining areas.
  - "MA-T Mouthwash Spray"(Oral Care Spray): Distributed to all participants for oral hygiene and as a countermeasure against droplets.
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### **[Comment from Jack McCain (Co-Founder & CEO, McCain Advisory)]**

"I am truly delighted that we were able to hold the Sedona Forum in Japan for the first time. It was a deeply meaningful experience for me to witness such a diverse group of individuals come together for candid and forward-looking dialogue. I would like to express my sincere gratitude to all the participants and to everyone who supported the realization of this event. I am convinced that technological innovations like MA-T<sup>®</sup> will help make the world a safer and more secure place, and I hope that the connections formed here in Tokyo will lead to lasting trust and strong future cooperation."



Co-Founder & CEO Jack McCain

### **[Future Outlook: Full-Scale US Expansion of "MA-T<sup>®</sup> Business" in Collaboration with McCain Advisory]**

Earth Corp. has signed a strategic partnership with "McCain Advisory," where Mr. Jack McCain—who is deeply involved in the organization of this forum—serves as CEO. This sponsorship is a significant step symbolizing this strong alliance.

Moving forward, Earth Corp. will fully leverage McCain Advisory's deep knowledge and network in U.S. policy and regulatory domains to launch the MA-T<sup>®</sup> business in the U.S. in earnest. By fusing Earth Corp.'s technological capabilities with strategic support, the company aims to accelerate the global standardization of MA-T<sup>®</sup> by solving challenges in broad fields such as disaster prevention, medical care, and food hygiene.

### **[Background Information]**

\*1 MA-T<sup>®</sup> (Matching Transformation System<sup>®</sup>) is Japan's first oxidation-control technology capable of stably generating amounts of aqueous radicals on demand. It combines high disinfection and deodorization performance with safety, and has already been widely implemented across a variety of sectors including healthcare, dentistry, elder care, food safety, hospitality, and aviation services. To promote the real-world implementation of MA-T<sup>®</sup>, the Japan MA-T Industrial Association (<https://matjapan.jp>) was established in November 2020 as an industry-academia-government consortium. The association oversees quality assurance and proper usage certification systems, conducts joint research and pilot studies with industry partners, and advances efforts toward the establishment of international standards.

Earth Corporation has already been recognized for its MA-T<sup>®</sup> initiatives, receiving the Prime Minister's Award at the 6th Cabinet Office Japan Open Innovation Prize and the Minister for National Resilience Award at the 11th Japan Resilience Awards, and continues to drive the real-world implementation of this technology.

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◆ 6th Japan Open Innovation Awards (Prime Minister’s Award):

<https://corp.earth.jp/jp/news/2024/pdf/20240219-01.pdf>

◆ 11th Japan Resilience Awards (Minister for National Resilience Award):

[https://www.cas.go.jp/jp/seisaku/kokudo\\_kyoujinka/award/index.html](https://www.cas.go.jp/jp/seisaku/kokudo_kyoujinka/award/index.html)

**\*2 About the McCain Institute** (<https://www.mccaininstitute.org/>)

The McCain Institute is a nonpartisan organization inspired by Senator John McCain and his family’s dedication to public service. Part of Arizona State University and based in Washington, D.C., the McCain Institute’s programs defend democracy, advance human rights and freedom, and empower character-driven leaders. The organization’s unique power to convene leaders across the global political spectrum enables it to make a real impact on the world’s most pressing challenges. Like Senator McCain, the McCain Institute is fighting to create a free, safe, and just world for all.

**\*3 About McCain Advisory**

*Trusted Counsel. Global Perspective.*

McCain Advisory is a mission-driven strategic consulting firm with offices in both the United States and Japan. The firm supports clients across public policy, government relations, international business strategy, and intellectual property and creative content. Drawing on deep understanding of institutions, policies, and markets in both countries, McCain Advisory develops and executes actionable strategies.

The firm provides advisory services including political risk analysis, policy monitoring, reputation-building support, and assistance in the global development of intellectual property and cultural assets, offering tailored, long-term partnership-based consulting.

*Trusted Counsel. Global Perspective.*

- Headquarters: Yebisu Garden Place Tower 18th Floor, 4-20-3 Ebisu, Shibuya-ku, Tokyo, Japan
- Established: May 2025
- Representatives: Co-Founders Jack McCain, Masahiro Momono, and Chris Masuyama
- Business Areas: Public policy and government relations consulting; political risk and policy analysis; Japan–U.S. business strategy advisory; intellectual property and creative content strategy and execution support

**【Contact Information】**

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