

To all parties concerned:

FIELDS CORPORATION
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Announcement of Organizational and Personnel Changes

FIELDS CORPORATION hereby announces that the following organizational and personnel changes (effective October 1, 2015) will be implemented as set out below.

1. Organizational changes

- (1) The Intellectual Property Marketing Division, the Contents Production Division, the Imaging Production Division and the Consumer Service Business Department will be integrated as the Cross Media Business Management Division.

The Intellectual Property Marketing Unit, Contents Production Unit, Imaging Production Unit and Consumer Service Unit will be established under this organization.

- (2) The Planning and Administration Department under the Planning and Administration Division will be renamed the Accounting and Finance Department.

Also, the Group Planning and Administration Department will be established under the Planning and Administration Division.

- (3) The CSR Promoting Department under the Corporate Division will be abolished and its function will be moved to the Corporate Division.

2. Organization chart as of October 1, 2015

Please see the accompanying organization chart.

3. Personnel changes

(1) Directors

New position	Name	Current position
Director Division Manager, Planning and Administration Division and General Manager, Accounting and Finance Department, Planning and Administration Division	Hiroyuki Yamanaka	Director Division Manager, Planning and Administration Division and General Manager, Planning and Administration Department, Planning and Administration Division
Director Division Manager, Cross Media Business Management Division (President, Lucent Pictures Entertainment, Inc.)	Eiichi Kamagata	Director Division Manager, Imaging Production Division (President, Lucent Pictures Entertainment, Inc.)

(2) Corporate Officers

New position	Name	Current position
Corporate Officer Unit Manager, Intellectual Property Marketing Unit, Cross Media Business Management Division	Noritada Shimizu	Corporate Officer Division Manager, Intellectual Property Marketing Division
Corporate Officer Unit Manager, Contents Production Unit, Cross Media Business Management Division	Yosuke Ozawa	Corporate Officer Division Manager, Contents Production Division and General Manager, Planning and Promoting Department, Contents Production Division
Corporate Officer Unit Manager, Consumer Service Unit, Cross Media Business Management Division	Takao Yamamura	Corporate Officer Division Manager, Consumer Service Business Division and General Manager (and EP), Research & Investment Business Department, Consumer Service Business Division

(3) General manager positions

New position	Name	Current position
Unit Manager, Imaging Production Unit, Cross Media Business Management Division	Takuya Mori	General Manager (and EP), Production Department II, Imaging Production Division
General Manager, Group Planning and Administration Department, Planning and Administration Division	Satoru Fujishiro	General Manager, Planning and Administration Division

* EP stands for “Executive Producer”

<p>◆For inquiries or further information, please contact:◆ Corporate Communications Office, FIELDS CORPORATION Shibuya Garden Tower, 16-17 Nampeidai-cho, Shibuya-ku, Tokyo 150-0036 Tel.: +81-3-5784-2109 Fax: +81-3-5784-2119</p>

Organization Chart

As of October 1, 2015

