To all parties concerned:

FIELDS CORPORATION President & COO: Takashi Oya

(TSE 1st: 2767)

Inquiries: Hideaki Hatanaka

Corporate Officer; General Manager, Corporate Communications Office

Tel.: +81-3-5784-2111

Announcement of Representative Directors Change

Fields Corporation hereby announces the following decision on representative directors change by resolution of the Board of Directors meeting held on March 17, 2016.

1. Reason for the change

The change aims to enhance and strengthen management structure, contributing to the future growth of the company.

2. Personnel changes of representative directors

(1) Details of the change

| New position | Name | Current position |
|-----------------|--------------------|--------------------------|
| Vice Chairman | Takashi Oya | President & COO |
| President & COO | Tetsuya Shigematsu | Executive Vice President |

(2) Newly appointed representative director

| Name | Tetsuya Shigematsu | | |
|--------------------------|-----------------------------------|---|--|
| Birth of date | January 6, 1968 | | |
| Number of Shares held | 90,000 (As of September 30, 2015) | | |
| | April 1990 | Joined the Fuji Bank, Limited | |
| Career Summary | August 1997 | Temporarily transferred to the Fuji Securities, Inc. | |
| | January 2007 | Joined FIELDS CORPORATION as Corporate Officer of the Office of the President | |
| | April 2007 | Corporate Officer, Division Manager, Group Strategy Division, FIELDS CORPORATION | |
| | June 2007 | Senior Managing Director, Division Manager, Group Business Strategy Division, FIELDS CORPORATION | |
| | April 2010 | Director, Tsuburaya Productions Co., Ltd. | |
| | April 2012 | Senior Managing Director, Division Manager, Interactive Media Business Division and Division Manager, Consumer Products Business Division, FIELDS CORPORATION | |
| | April 2014 | Senior Managing Director, FIELDS CORPORATION | |
| | | Director, Division Manager, IP Production Division, Tsuburaya Productions Co., Ltd. (current position) | |
| | May 2015 | Executive Vice President, FIELDS CORPORATION (current position) | |

(3) Date of the change April 1, 2016

(Reference) New representatives after the change

Chairman & CEO Hidetoshi Yamamoto

Vice Chairman Takashi Oya

President & COO Tetsuya Shigematsu

For inquiries or further information please contact

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