

(Translation)

To all parties concerned:

October 19, 2007

Fields Corporation
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Notice on the Assumption of Office by an Executive Officer

Fields Corporation hereby announces the assumption of office by an executive officer as of October 19, 2007, by resolution of Board of Directors at a meeting held on the same date.

New position	Name	Previous position
Executive Officer; Group CVO, Office of the President	Yoshiteru Yamaguchi	New appointment

1. Reason for the assumption of office

We appointed Yoshiteru Yamaguchi to the above position to reinforce the content business that the Group has been strategically promoting.

2. Personal history of the executive officer

Name	Yoshiteru Yamaguchi		
Date of birth	July 19, 1961		
Career summary	April	1987	Joined RECRUIT CO., LTD.
	May	1999	Joined NTT DoCoMo, Inc.
	July	2001	Managing Director responsible for content, Gateway Business Department, NTT DoCoMo, Inc.
	June	2004	Director, DoCoMo Support Inc.
	October	2007	Joined Fields Corporation