

March 30, 2010

To all parties concerned:

Fields Corporation
 President and COO: Takashi Oya
 (JASDAQ code 2767)
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Announcement of Organizational and Personnel Changes

Fields Corporation hereby announces that the following organizational and personnel changes (effective April 1, 2010) will be implemented as set out below.

1. Purpose of changes
 These changes are aimed at (1) accelerating the Company's and its group companies' growth strategies and (2) enhancing products and expediting time-to-market by consolidating the process of planning through to development in the pachinko/pachislot field, which is our core business.
2. Organizational changes
 - (1) Group business
 The Group Strategy Division, which belongs to Group Business, will change its name to the Business Division. The R&I Business Department, the Business Promotion Department, and the Business Strategy Department will be set up under the Business Division.
 - (2) Pachinko/Pachislot business
 The Planning Division, the Intellectual Property Division, and the Development Division under the Pachinko/Pachislot Business will be consolidated into the Development Division that will be set up. The subordinate organizations of the above current divisions will be reorganized, and the Planning and Promotion Department, the Content Development Promotion Department, the Research and Development Department, the Intellectual Property Department, the Product Development Department, and the Development Management Department will be set up.
 - (3) Please see the accompanying organization chart.
3. Personnel changes
 - (1) Directors
 - i) Promotion

Name	New position	Current position
Masakazu Kurihara	Managing Director	Director

ii) Resignation

Name	Current position	Effective date
Yoshiteru Yamaguchi	Division Manager, Intellectual Property Division	March 31, 2010

iii) Change of position

New position	Name	Current position
Senior Managing Director; Responsible for Group Business and Division Manager, Business Division	Tetsuya Shigematsu	Senior Managing Director; Division Manager, Group Strategy Division
Senior Managing Director; Responsible for Pachinko/Pachislot Business	Kiyoharu Akiyama	Senior Managing Director; (Responsible for Sales Division and the Development Division)
Managing Director; Division Manager, Development Division	Masakazu Kurihara	Director; Division Manager, Planning Division

(2) Executive officers

i) New appointment

Name	Kenichi Ozawa
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ii) Change of position

New position	Name	Current position
Executive Officer; Deputy Senior General Manager, Development Division	Teruo Fujishima	Executive Officer; Division Manager, Development Division
Executive Officer; Deputy Senior General Manager, Planning and Administration Division and General Manager, Finance and Budget Department, Planning and Administration Division	Kenichi Ozawa	Deputy Senior General Manager, Planning and Administration Division
Executive Officer Vice General Manager, Finance and Budget Department, Planning and Administration Division	Soichi Kasuya	Executive Officer Vice General Manager, Corporate Communications Office

(3) Department manager positions

i) Change of position

New position	Name	Current position
Deputy Senior General Manager, Development Division and Vice General Manager, Office of the Chairman	Shoichi Kido	Vice General Manager, Office of the Chairman
General Manager, Planning and Promotion Department, Development Division and General Manager, Research and Development Department, Development Division	Tetsuya Matsukawa	General Manager, Creative Support Department, Planning Division
Tokyo Regional Manager, Branch Administration Department, Sales Division and General Manager, Sales Strategy Department, Sales Division	Osanori Tsutsumi	Vice General Manager, Sales Division
General Manager, Personnel Department, Corporate Division	Toshiyuki Ochiai	Vice General Manager, Personnel Department, Corporate Division
General Manager, Legal Department, Corporate Division	Hiroyuki Hamaoka	Assistant Senior General Manager, Corporate Division

4. Reference: Management structure after the organization changes (as of April 1, 2010)

Position	Name
Chairman and CEO	Hidetoshi Yamamoto
President and COO	Takashi Oya
Senior Managing Director Responsible for Group Business and Division Manager, Business Division	Tetsuya Shigematsu
Senior Managing Director Responsible for Pachinko/Pachislot Business	Kiyoharu Akiyama
Managing Director Division Manager, Development Division	Masakazu Kurihara
Outside Director	Shigesato Itoi
Director Division Manager, Planning and Administration Division	Hiroyuki Yamanaka
Director Division Manager, Corporate Division	Hideo Ito
Director Division Manager, Sales Division	Akira Fujii
Director General Manager, Office of the Chairman	Toru Suenaga

Organization

As of April 1, 2010

