

June 30, 2010

To all parties concerned:

Fields Corporation  
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### Announcement of Personnel Changes

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

#### [Personnel Changes]

##### New Executive Officers (as of July 1, 2010)

New position	Concurrent position	Name
Executive Officer; Executive Producer, Business Division	Digital Frontier Inc. * Representative Director/President	Hidenori Ueki
Executive Officer; Executive Producer, Business Division	Lucent Pictures Entertainment, Inc. * Representative Corporate Executive	Eiichi Kamagata
Executive Officer; Executive Producer, Business Division	Japan Sports Marketing Inc. * Representative Director/President	Nobuyuki Kikuchi

\* Consolidated subsidiaries of Fields Corporation

The Company appoints the presidents of its 3 consolidated subsidiaries as Executive Officers in order to (1) accelerate the Company's and its group companies' growth strategies and for this, (2) strengthen the group governance and conduct flexible management.

◆For inquiries or further information please contact:◆

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