

To all parties concerned:

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## **Announcement of Organizational and Personnel Changes**

Fields Corporation hereby announces that the following organizational and personnel changes (effective April 1, 2012) were implemented as set out below.

### 1. Purpose of changes

Fields Corporation has been continuing to acquire intellectual properties (IP) such as well-known characters while providing products and services with a focus on the Pachinko/Pachislot (PS) market. The Company has been pursuing a strategy based on the multi-faceted use of IP in a broad range of non-Pachinko/Pachislot entertainment fields as well.

In these circumstances, the Company's latest organizational changes have as their purpose the building of a platform for achieving powerful and fast-paced growth during the course of business operations over the coming years.

### 2. Organizational changes

#### (1) Realignment of the Contents Division, Group Business and Pachinko/Pachislot Business

The Contents Division, Group Business and Pachinko/Pachislot Business were reorganized into 6 divisions, comprising the Contents Division, the Animation Produce Division, the Imaging & Live Entertainment Division, the Interactive Media Business Division, the Consumer Products Business Division and the Pachinko/Pachislot Business Management Division.

1. The Company set up the Planning and Promoting Department I, the Planning and Promoting Department II and the Business Promoting Department as business units under the Contents Division.
2. The Company set up the Media Relations Department, the Imaging Produce Department and the Food Concept Department, as business units under the Imaging & Live Entertainment Division.
3. The Company set up the Research & Investment Department and the Game Business Department, as business units under the Interactive Media Business Division.
4. The Company set up the Consumer Products Business Department, as a business unit under the Consumer Products Business Division.
5. The Company set up the Planning Development Department, the Pachinko/Pachislot Products Department, the Pachinko/Pachislot License Department, the Business Innovation Office, the Customer Understanding Promotion Office, the Sales Strategy Department and the Branch Administration Department, as business units under the Pachinko/Pachislot Business Management Division.

#### (2) Establishment of Offices

1. As a step to enhance the functions of the Legal Department of the Corporate Division, the Company established a new Legal Office.
2. As a step to enhance the functions of the Research and Development Department of the Contents Division, the Company established a new Research and Development Office.
3. As a step to enhance the functions of the Group Communication Strategy Department of the Contents Division, the Company established a new Group Communications Office.

(3) Reorganization of business units under the Planning and Administration Division

1. The Accounting Department and the Finance and Budget Department of the Planning and Administration Division were reorganized into the Accounting and Finance Department and the Group Planning and Administration Department.

3. Organization chart as of April 1, 2012

Please see the accompanying organization chart.

4. Personnel changes

(1) Directors

New position	Name	Current position
President and COO Division Manager, Animation Produce Division	Takashi Oya	President and COO
Senior Managing Director Division Manager, Interactive Media Business Division and Division Manager, Consumer Products Business Division	Tetsuya Shigematsu	Senior Managing Director Responsible for Group Business and Division Manager, Business Division
Senior Managing Director Division Manager, Pachinko/Pachislot Business Management Division	Kiyoharu Akiyama	Senior Managing Director Responsible for Pachinko/Pachislot Business
Managing Director Division Manager, Contents Division and General Manager, Planning and Promoting Department II, Contents Division	Masakazu Kurihara	Managing Director Division Manager, Contents Division and General Manager, Planning and Promotion Department, Contents Division and General Manager, Operational Planning Department, Contents Division and General Manager, Group Communication Strategy Department, Contents Division
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, Accounting Department, Planning and Administration Division
Director Deputy Senior General Manager, Pachinko/Pachislot Business Management Division and General Manager, Business Innovation Office, Pachinko/Pachislot Business Management Division and General Manager, Customer Understanding Promotion Office, Pachinko/Pachislot Business Management Division	Akira Fujii	Director Division Manager, Sales Division and General Manager, Business Innovation Office, Sales Division and General Manager, Customer Understanding Promotion Office, Sales Division
Director General Manager, Legal Office	Toru Suenaga	Director General Manager, Office of the Chairman

## (2) Executive Officers

New position	Name	Current position
Executive Officer Deputy Senior General Manager, Planning and Administration Division and General Manager, Group Planning and Administration Department, Planning and Administration Division	Kenichi Ozawa	Executive Officer Deputy Senior General Manager, Planning and Administration Division and General Manager, Finance and Budget Department, Planning and Administration Division
Executive Officer Deputy Senior General Manager, Pachinko/Pachislot Business Management Division	Teruo Fujishima	Executive Officer Division Manager, Development Division
Executive Officer General Manager, Branch Administration Department, Pachinko/Pachislot Business Management Division and Manager, Hokkaido-Tohoku Regional Office, Pachinko/Pachislot Business Management Division	Hideo Wakazono	Executive Officer Sales Division General Manager, Sales Strategy Department, Sales Division and Manager, Hokkaido-Tohoku Regional, Office, Sales Division
Executive Officer Deputy Senior General Manager, Imaging & Live Entertainment Division and General Manager, Imaging Produce Department, Imaging & Live Entertainment Division and EP, Imaging Produce Department, Imaging & Live Entertainment Division	Yosuke Ozawa	Executive Officer General Manager, Group Business Development Department, Business Division and EP, Group Business Development Department, Business Division
Executive Officer General Manager, Research and Development Office	Tadamasa Oshio	Executive Officer Deputy Senior General Manager, Contents Division and General Manager, Research and Development Department, Contents Division
Executive Officer Division Manager, Imaging & Live Entertainment Division and General Manager, Media Relations Department, Imaging & Live Entertainment Division and EP, Media Relations Department, Imaging & Live Entertainment Division	Nobuyuki Kikuchi	Executive Officer General Manager, Consumer Business Department, Business Division and EP, Consumer Business Department, Business Division
Executive Officer EP, Imaging & Live Entertainment Division (Representative Director/ CEO, Digital Frontier Inc.)	Hidenori Ueki	Executive Officer EP, Business Division (Representative Director/ CEO, Digital Frontier Inc.)

Executive Officer Deputy Senior General Manager, Animation Produce Division and EP, Animation Produce Division (President, Lucent Pictures Entertainment, Inc.)	Eiichi Kamagata	Executive Officer EP, Business Division (President, Lucent Pictures Entertainment, Inc.)
Executive Officer EP, Interactive Media Business Division (President & CEO, FutureScope Corporation)	Masao Tominaga	Executive Officer EP, Business Division (President & CEO, FutureScope Corporation)

\* EP stands for “Executive Producer”

## (3) Department manager positions

New position	Name	Current position
General Manager, Office of the Chairman	Masakazu Kido	Vice General Manager, Office of the Chairman
Vice General Manager, Legal Office	Hiroyuki Hamaoka	General Manager, Legal Department, Corporate Division
Vice General Manager, Legal Office	Makoto Fukumoto	Vice General Manager, Legal Department, Corporate Division
General Manager, Group Communications Office	Yoshitaka Nomoto	Section Manager, Group Communication Strategy Department, Contents Division and Producer, Group Communication Strategy Department, Contents Division
Deputy Senior General Manger, Contents Division and General Manager, Business Promoting Department, Contents Division	Noritada Shimizu	General Manager, Intellectual Property Research Department, Contents Division
General Manager, Planning and Promoting Department I, Contents Division	Ryoma Kowaka	Assistant Senior General Manager, Contents Division
General Manager, Food Concept Department, Imaging & Live Entertainment Division and EP, Food Concept Department, Imaging & Live Entertainment Division	Yasuhiro Shibuya	EP, Consumer Business Department, Business Division
Deputy Senior General Manager, Interactive Media Business Division and General Manager, Research & Investment Department, Interactive Media Business Division and EP, Research & Investment Department, Interactive Media Business Division	Takao Yamamura	General Manager, R&I Business Department, Business Division and EP, R&I Business Department, Business Division
Vice General Manager, Interactive Media Business Division and Vice General Manager, Consumer Products Business Division	Tomohiro Inoue	General Manager, Business Strategy Department, Business Division
General Manager, Game Business Department, Interactive Media Business Division and EP, Game Business Department, Interactive Media Business Division	Kazuyoshi Tominaga	Producer, R&I Business Department, Business Division
Deputy Senior General Manager, Consumer Products Business Division and General Manager, Consumer Products Department, Consumer Products Business Division and EP, Consumer Products Department, Consumer Products Business Division	Hiroataka Kunikyō	General Manager, Group Business Promotion Department, Business Division and EP, Group Business Promotion Department, Business Division

EP, Consumer Products Business Division and EP, Interactive Media Business Division	Shohei Sawa	—
General Manager, Planning and Development Department, Pachinko/Pachislot Business Management Division and EP, Planning and Development Department, Pachinko/Pachislot Business Management Division	Takanori Hattori	General Manager, Product Development Department, Development Division and EP, Product Development Department, Development Division
Vice General Manager, Planning and Development Department, Pachinko/Pachislot Business Management Division	Tetsuya Matsukawa	Vice General Manager, Research and Development Department, Contents Division and Vice General Manager, Planning and Promotion Department, Contents Division
General Manager, Pachinko/Pachislot Products Department, Pachinko/Pachislot Business Management Division	Yuzuru Ono	General Manager, Development Management Department, Development Division
General Manager, Pachinko/Pachislot License Department, Pachinko/Pachislot Business Management Division	Koki Seki	General Manager, Intellectual Property Department, Contents Division
Manager, Tokyo Regional Office, Pachinko/Pachislot Business Management Division and General Manager, Sales Strategy Department, Pachinko/Pachislot Business Management Division	Osanori Tsutsumi	Manager, Tokyo Regional Office, Sales Division and Vice General Manager, Sales Strategy Department, Sales Division
Vice General Manager, Group Planning and Administration Department, Planning and Administration Division	Toshiyuki Tae	Vice General Manager, Finance and Budget Department, Planning and Administration Division
Vice General Manager, Operational System Department, Corporate Division	Eiji Minakawa	Assistant Senior General Manager, Operational System Department, Corporate Division

\* EP stands for “Executive Producer”

5. Reference: Management structure after the organization changes (as of April 1, 2012)

Position		Name
Chairman and CEO		Hidetoshi Yamamoto
President and COO	Division Manager, Animation Produce Division	Takashi Oya
Senior Managing Director	Division Manager, Interactive Media Business Division and Division Manager, Consumer Products Business Division	Tetsuya Shigematsu
Senior Managing Director	Division Manager, Pachinko/Pachislot Business Management Division	Kiyoharu Akiyama
Managing Director	Division Manager, Contents Division	Masakazu Kurihara
Director	Division Manager, Planning and Administration Division	Hiroyuki Yamanaka
Director	Division Manager, Corporate Division	Hideo Ito
Director	Deputy Senior General Manager, Pachinko/Pachislot Business Management Division	Akira Fujii
Director	General Manager, Legal Office	Toru Suenaga
Outside Director		Shigesato Itoi

◆For inquiries or further information please contact:◆

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# Organization

As of April 1, 2012

