

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, 2013) were implemented as set out below.

1. Organizational changes

- (1) The Company will newly establish the Media Relations Business Division and will move the Media Relations Department and the Food Concept Department under Imaging and Live Entertainment Division into the Media Relations Business Division.
- (2) The Company will newly establish the Planning and Production Department and Business Planning Department as the business units under the Animation Produce Division.
- (3) The Pachinko/Pachislot Products Department and The Pachinko/Pachislot License Department under the Pachinko/Pachislot Business Management Division will be integrated as the Pachinko/Pachislot Products and License Department.

2. Organization chart as of April 1, 2013

Please see the accompanying organization chart.

3. Personnel changes

(1) Directors

New position	Name	Current position
President and COO	Takashi Oya	President and COO Division Manager, Animation Produce Division
Executive Vice President (*1) Division Manager, Pachinko/Pachislot Business Management Division	Kiyoharu Akiyama	Senior Managing Director Division Manager, Pachinko/Pachislot Business Management Division
Director Division Manager, Corporate Division and General Manager, General Affairs Department, Corporate Division	Hideo Ito	Director Division Manager, Corporate Division
Director Assistant Division Manager, Pachinko/Pachislot Business Management Division and General Manager, Customer Understanding Promotion Office, Pachinko/Pachislot Business Management Division	Akira Fujii	Director Assistant Division 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

(*1) Press released as of February 21, 2013.

(2) Executive Officers

New position	Name	Current position
Executive Officer Division Manager, Imaging & Live Entertainment Division and Division Manager, Animation Produce Division and General Manager, Imaging Produce Department, Imaging & Live Entertainment Division	Yosuke Ozawa	Executive Officer Assistant Division Manager, Imaging & Live Entertainment Division and General Manager, Imaging Produce Department, Imaging & Live Entertainment Division and EP, Imaging Produce Department, Imaging & Live Entertainment Division
Executive Officer Division Manager, Media Relations Business Division	Nobuyuki Kikuchi	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
Executive Officer Assistant Division Manager, Imaging & Live Entertainment Division and EP, Imaging & Live Entertainment Division (Representative Director/ CEO, Digital Frontier Inc.)	Hidenori Ueki	Executive Officer EP, Imaging & Live Entertainment Division (Representative Director/ CEO, Digital Frontier Inc.)
Executive Officer Assistant Division Manager, Animation Produce Division and EP, Animation Produce Division and General Manager, Planning and Production Department, Animation Produce Division (President, Lucent Pictures Entertainment, Inc.)	Eiichi Kamagata	Executive Officer Assistant Division Manager, Animation Produce Division and EP, Animation Produce Division (President, Lucent Pictures Entertainment, Inc.)

* EP stands for “Executive Producer”

(3) Department manager positions

New position	Name	Current position
Vice General Manager, Legal Office	Yasuyuki Okawara	Assistant Senior General Manager, Legal Office
General Manager, Media Relations Department, Media Relations Business Division and EP, Media Relations Department, Media Relations Business Division	Kenichi Yamaguchi	P, Media Relations Department, Imaging & Live Entertainment Division
General Manager, Food Concept Department, Media Relations Business Division and EP, Food Concept Department, Media Relations Business Division	Yasuhiro Shibuya	General Manager, Food Concept Department, Imaging & Live Entertainment Division and EP, Food Concept Department, Imaging & Live Entertainment Division
General Manager, Business Planning Department, Animation Produce Division and EP, Business Planning Department, Animation Produce Division	Takuya Mori	P, Animation Produce Division
Assistant Division Manager, Interactive Media Business Division and EP, Interactive Media Business Division and General Manager, Research & Investment Business Department, Interactive Media Business Division and EP, Research & Investment Business Department, Interactive Media Business Division	Takao Yamamura	Assistant Division Manager, Interactive Media Business Division and General Manager, Research & Investment Business Department, Interactive Media Business Division and EP, Research & Investment Business Department, Interactive Media Business Division
EP, Interactive Media Business Division and EP, Consumer Products Business Division	Tomohiro Inoue	Vice General Manager, Interactive Media Business Division and Vice General Manager, Consumer Products Business Division
Assistant Division Manager, Consumer Products Business Division and EP, Consumer Products Business Division and General Manager, Consumer Products Department, Consumer Products Business Division and EP, Consumer Products Department, Consumer Products Business Division	Hiroataka Kunikyo	Assistant Division Manager, Consumer Products Business Division and General Manager, Consumer Products Department, Consumer Products Business Division and EP, Consumer Products Department, Consumer Products Business Division
EP, Consumer Products Business Division and EP, Consumer Products Department, Consumer Products Business Division and EP, Interactive Media Business Division and EP, Research & Investment Business Department, Interactive Media Business Division	Shohei Sawa	EP, Consumer Products Business Division and EP, Interactive Media Business Division
EP, Consumer Products Business Division	Satoru Fujishiro	Assistant Senior General Manager, Consumer Products Business Division

General Manager, Pachinko/Pachislot Products and License Department, Pachinko/Pachislot Business Management Division	Yuzuru Ono	General Manager, Pachinko/Pachislot Products Department, Pachinko/Pachislot Business Management Division
Manager, Tokyo Regional Office, Pachinko/Pachislot Business Management Division and General Manager, Business Innovation Office, Pachinko/Pachislot Business Management Division and General Manager, Sales Strategy Department, Pachinko/Pachislot Business Management Division	Osanori Tsutsumi	Manager, Tokyo Regional Office, Pachinko/Pachislot Business Management Division and General Manager, Sales Strategy Department, Pachinko/Pachislot Business Management Division
General Manager, Operational System Department, Corporate Division	Eiji Minakawa	Vice General Manager, Operational System Department, Corporate Division

* EP stands for “Executive Producer”

* P stands for “Producer”

4. Reference: Management structure after the organization changes (as of April 1, 2013)

Position		Name
Chairman and CEO		Hidetoshi Yamamoto
President and COO		Takashi Oya
Executive Vice President	Division Manager, Pachinko/Pachislot Business Management Division	Kiyoharu Akiyama
Senior Managing Director	Division Manager, Interactive Media Business Division and Division Manager, Consumer Products Business Division	Tetsuya Shigematsu
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	Assistant Division 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, 2013

