

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, 2014) will be implemented as set out below.

1. Organizational changes

- (1) The Office of the Chairman will be reorganized as the Executive Assistant Office.
- (2) The Group Communication Office will be moved to the Media Relations Business Division and become the Sales Promoting Department. The Food Concept Department under the Media Relations Business Division will be abolished.
- (3) The Contents Division will be divided into the Intellectual Property Marketing Division and the Contents Production Division. The Planning and Sales Department and Intellectual Property Administration Department will be established in the Intellectual Property Marketing Division.
The Planning and Promoting Department, Sales Promoting Department and Operational Promoting Department will be set up in the Contents Production Division.
- (4) The Animation Produce Division and the Imaging and Live Entertainment Division will be integrated as the Imaging Production Division.
The Production Department I, Production Department II and Business Planning Department will be established under this organization.
- (5) The Interactive Media Business Division and Consumer Products Business Division will be integrated as the Consumer Service Business Department.
The Research & Investment Business Department, Game Business Department, Merchandising Business Department, Live Entertainment Business Department, Group Business Promoting Department, Business Promoting Department and Overseas Business Department will be established under this organization.
- (6) The Products Division and Sales Division will be established under the Pachinko/Pachislot Business Management Division.
The Pachinko/Pachislot Products Department will be established in the Products Division, and the Business Innovation Office, Sales Strategy Department, Branch Administration Department and Regional Offices will be established in the Sales Division.
- (7) The Planning and Administration Division's Accounting and Finance Department and the Group Planning and Administration Department will be integrated as the Planning and Administration Department.
- (8) The CSR Promoting Department will be newly established in the Corporate Division.

2. Organization chart as of April 1, 2014

Please see the accompanying organization chart.

3. Personnel changes

(1) Directors

New position	Name	Current position
Executive Vice President	Kiyoharu Akiyama	Executive Vice President Division Manager, Pachinko/Pachislot Business Management Division
Senior Managing Director	Tetsuya Shigematsu	Senior Managing Director Division Manager, Interactive Media Business Division and Division Manager, Consumer Products Business Division
Managing Director	Masakazu Kurihara	Managing Director Division Manager, Contents Division and General Manager, Planning and Promoting Department II, Contents Division
Managing Director	Akira Fujii	Director Deputy Division Manager, Pachinko/Pachislot Business Management Division and General Manager, Customer Understanding Promotion Office, Pachinko/Pachislot Business Management Division
Director Division Manager, Planning and Administration Division and General Manager, Planning and Administration Department, Planning and Administration Division	Hiroyuki Yamanaka	Director Division Manager, Planning and Administration Division and General Manager, Accounting and Finance Department, Planning and Administration Division

(2) Corporate Officers

New position	Name	Current position
<p>Corporate Officer</p> <p>(Kenichi Ozawa's appointment to the position of Managing Director will be made after approval at the Annual General Meeting of Shareholders, to be held in mid-June 2014 and approval at the Board of Directors meeting to be held after the Annual General Meeting of Shareholders.)</p>	<p>Kenichi Ozawa</p>	<p>Corporate Officer Deputy Division Manager, Planning and Administration Division and General Manager, Group Planning and Administration Department, Planning and Administration Division</p>
<p>Corporate Officer Division Manager, Pachinko/Pachislot Business Management Division</p> <p>(Teruo Fujishima's appointment to the position of Director will be made after approval at the Annual General Meeting of Shareholders, to be held in mid-June 2014.)</p>	<p>Teruo Fujishima</p>	<p>Corporate Officer Deputy Division Manager, Pachinko/Pachislot Business Management Division</p>
<p>Corporate Officer Division Manager, Sales Division Pachinko/Pachislot Business Management Division</p>	<p>Hideo Wakazono</p>	<p>Corporate Officer General Manager, Branch Administration Department, Pachinko/Pachislot Business Management Division and Area Manager, Hokkaido-Tohoku Regional Office, Pachinko/Pachislot Business Management Division</p>
<p>Corporate Officer Division Manager, Contents Production Division and General Manager, Planning and Promoting Department, Contents Production Division</p>	<p>Yosuke Ozawa</p>	<p>Corporate Officer Division Manager, Imaging and Live Entertainment Division and Division Manager, Animation Produce Division and General Manager, Imaging Produce Department, Imaging and Live Entertainment Division</p>
<p>Corporate Officer Division Manager, Media Relations Business Division and General Manager, Sales Promoting Department, Media Relations Business Division</p> <p>(Nobuyuki Kikuchi's appointment to the position of Director will be made after approval at the Annual General Meeting of Shareholders, to be held in mid-June 2014.)</p>	<p>Nobuyuki Kikuchi</p>	<p>Corporate Officer Division Manager, Media Relations Business Division and General Manager, Food Concept Department, Media Relations Business Division</p>
<p>Corporate Officer Division Manager, Imaging Production Division</p> <p>(President, Lucent Pictures Entertainment, Inc.)</p>	<p>Eiichi Kamagata</p>	<p>Corporate Officer Deputy Division Manager (and EP), Animation Produce Division and General Manager (and EP), Planning and Production Department, Animation Produce Division (President, Lucent Pictures Entertainment, Inc.)</p>

Corporate Officer Division Manager, Intellectual Property Marketing Division	Noritada Shimizu	Deputy Division Manager, Contents Division and General Manager, Business Promotion Department, Contents Division
Corporate Officer Division Manager, Consumer Service Business Division and General Manager (and EP), Research & Investment Business Department, Consumer Service Business Division	Takao Yamamura	Deputy Division Manager (and EP), Interactive Media Business Division and General Manager (and EP), Research & Investment Business Department, Interactive Media Business Division

* EP stands for “Executive Producer”

(3) General manager positions

New position	Name	Current position
General Manager, Internal Audit Office	Toshiyuki Tae	General Manager, Group Planning and Administration Department, Planning and Administration Division
General Manager, Executive Assistant Office	Masakazu Kido	General Manager, Office of the Chairman

<Intellectual Property Marketing Division>

New position	Name	Current position
General Manager (and EP), Planning and Sales Department	Kiyomi Endo	Deputy General Manager, Pachinko/Pachislot Products and License Department, Pachinko/Pachislot Business Management Division
General Manager (and P), Intellectual Property Administration Department	Ryoma Kowaka	General Manager, Planning and Promoting Department I, Contents Division

<Contents Production Division>

New position	Name	Current position
General Manager (and P), Sales Promoting Department	Minoru Ebihara	Deputy General Manager (and P), Planning and Promoting Department I, Contents Division
General Manager, Operational Promoting Department	Noriaki Tsutsumi	Deputy General Manager, Business Promotion Department, Contents Division

<Imaging Production Division>

New position	Name	Current position
General Manager (and P), Production Department I	Masanori Miyake	Deputy General Manager (and P), Imaging Produce Department, Imaging and Live Entertainment Division
General Manager (and P), Production Department II	Masataro Nishi	Deputy General Manager (and P), Planning and Production Department, Animation Produce Division
General Manager (and EP), Business Planning Department	Takuya Mori	General Manager (and EP), Business Planning Department, Animation Produce Division and EP, Planning and Production Department, Animation Produce Division

<Consumer Service Business Department>

New position	Name	Current position
General Manager (and EP), Merchandising Business Department	Hiroataka Kunikyō	Deputy Division Manager (and EP), Consumer Products Business Division and General Manager (and EP), Consumer Products Department, Consumer Products Business Division
General Manager (and EP), Group Business Promoting Department	Satoru Fujishiro	EP, Consumer Products Business Division
General Manager (and EP), Business Promoting Department	Tomohiro Inoue	EP, Interactive Media Business Division and EP, Consumer Products Business Division

General Manager (and EP), Overseas Business Department	Shohei Sawa	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
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<Pachinko/Pachislot Business Management Division>

New position	Name	Current position
Division Manager, Products Division	Yuzuru Ono	General Manager, Pachinko/Pachislot Products and License Department, Pachinko/Pachislot Business Management Division
Deputy Division Manager, Sales Division	Ryoichi Aomatsu	Area Manager, Kyushu Regional Office, Pachinko/Pachislot Business Management Division
Deputy Division Manager, Sales Division	Toshihiko Fujii	Area Manager, Nagoya Regional Office, Pachinko/Pachislot Business Management Division
General Manager (and EP), Pachinko/Pachislot Products Department, Products Division	Takanori Hattori	Area Manager (and EP), Planning and Development Department, Pachinko/Pachislot Business Management Division
General Manager, Pachinko/Pachislot Products Department, Products Division	Katsuya Ookuma	P, Pachinko/Pachislot Products and License Department, Pachinko/Pachislot Business Management Division
General Manager, Pachinko/Pachislot Products Department, Products Division	Tetsuya Matsukawa	General Manager, Planning and Development Department, Pachinko/Pachislot Business Management Division
General Manager, Business Innovation Office, Sales Division	Ichiro Naya	Branch Manager, Tokyo Branch, Tokyo Regional Office, Pachinko/Pachislot Business Administration Division
General Manager, Branch Administration Department, Sales Division	Kiminari Noro	Area Manager, North Kanto Regional Office, Pachinko/Pachislot Business Management Division
Area Manager, Hokkaido-Tohoku Regional Office, Sales Division	Takashi Arakawa	Branch Manager, Chiba Branch, Tokyo Regional Office, Pachinko/Pachislot Business Management Division
Area Manager, North Kanto Regional Office, Sales Division	Tsuyoshi Takahashi	Manager, Business Administration Section, Hokkaido-Tohoku Regional Office, Pachinko/Pachislot Business Management Division
Area Manager, Tokyo Regional Office, Sales Division	Masashi Suzuki	Branch Manager, Yokohama Branch, Tokyo Regional Office, Pachinko/Pachislot Business Management Division

Area Manager, Nagoya Regional Office, Sales Division	Kunimitsu Sakaguchi	Branch Manager, Nagoya Branch, Nagoya Regional Office, Pachinko/Pachislot Business Management Division and Branch Manager, Shizuoka Branch, Nagoya Regional Office, Pachinko/Pachislot Business Management Division
Area Manager, Kyushu Regional Office, Sales Division	Manabu Sakamoto	Branch Manager, Fukuoka Branch, Kyushu Regional Office, Pachinko/Pachislot Business Management Division

<Corporate Division>

New position	Name	Current position
General Manager, CSR Promoting Department	Makoto Fukumoto	General Manager, Legal Office

* EP stands for “Executive Producer”

* P stands for “Producer”

(4) Branch Managers, Pachinko/Pachislot Business Management Division

New position	Name	Current position
Branch Manager, Sapporo Branch, Hokkaido-Tohoku Regional Office	Seiya Ishiwata	Manager, Sales Planning Section, Sales Strategy Department, Pachinko/Pachislot Business Management Division
Branch Manager, Tokyo Branch, Tokyo Regional Office	Satoshi Kato	Branch Manager, Tokyo Branch, Tokyo Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, West Tokyo Branch, Tokyo Regional Office	Takeshi Hirano	Deputy Branch Manager, Tokyo Branch, Tokyo Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, Chiba Branch, Tokyo Regional Office	Kentaro Yamamoto	Branch Manager, Kanazawa Branch, Osaka Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, Yokohama Branch, Tokyo Regional Office	Yoshiyuki Matsumoto	Branch Manager, Tsukuba Branch, Tokyo Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, Tsukuba Branch, Tokyo Regional Office	Takanori Yue	Assistant Sales Manager, Tsukuba Branch, Tokyo Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, Nagoya Branch, Nagoya Regional Office	Tomohiro Nishio	Branch Manager, Nagoya Branch, Nagoya Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, Shizuoka Branch, Nagoya Regional Office	Katsunori Minoura	Assistant Sales Manager, Shizuoka Branch, Nagoya Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, Kanazawa Branch, Nagoya Regional Office	Masahiro Kobayashi	Assistant Sales Manager, Nagoya Branch, Nagoya Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, Yamaguchi Branch, Chugoku-Shikoku Regional Office	Mikikazu Tanaka	Assistant Sales Manager, Yamaguchi Branch, Chugoku-Shikoku Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, Fukuoka Branch, Kyushu Regional Office	Takashi Matsumoto	Branch Manager, Saga Branch, Kyushu Regional Office, Pachinko/Pachislot Business Management Division
Branch Manager, Saga Branch, Kyushu Regional Office	Atsushi Yoshitake	Assistant Sales Manager, Saga Branch, Kyushu Regional Office, Pachinko/Pachislot Business Management Division

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Organization

As of April 1, 2014

