



Fields Corporation (JASDAQ code: 2767)

June 29, 2004

Fields Announces Organizational and Personnel Changes

Tokyo, Japan—Fields Corporation has announced key organizational and personnel changes following their approval at a meeting of its Board of Directors that took place today. These changes will take effect on July 1, 2004.

Organizational changes

The objectives of these organizational changes are to fortify Fields' ability to develop and market products that offer outstanding entertainment value and maximize its distinctive strengths in product planning and content development, and to enhance its responsiveness to evolving market needs. Accordingly, while maintaining its basic organizational framework—which centers on the Sales & Marketing, Product Development and Administration divisions—the Company established new Marketing and Sales Planning & Promotions offices within the Sales & Marketing Division, thereby reinforcing its marketing and sales capabilities.

The Company's corporate organization as of July 1, 2004, is attached.

Personnel Changes

Board of Directors

Name	New Position	Previous Position
Hidetoshi Yamamoto	President & CEO	President & CEO and General Manager, Product Development Division (concurrent)
Hirobumi Inokuma	Executive Vice President; General Manager, Sales & Marketing Division	Executive Officer; General Manager, Corporate Planning Division and Finance Administration Division (concurrent)
Shigetoshi Kitano	Vice President; General Manager, Marketing Office	Vice President and Executive Officer; General Manager, Sales Division
Hiroyuki Yamanaka	Vice President; General Manager, Administration Division	Vice President and Executive Officer; General Manager, Accounting Division
Shigemi Shimada	Vice President; General Manager, Product Development Division	Executive Officer; General Manager, Information Systems Division

Executive Officers

Name	New Position	Previous Position
Teruo Fujishima	Executive Officer; Assistant General Manager, Sales & Marketing Division; General Manager, Sales Planning & Promotions Office	Executive Officer; General Manager, Sales Administration Division
Hideo Wakazono	Executive Officer; Assistant General Manager, Sales & Marketing Division and General Manager, Sales Division (concurrent)	Executive Officer; General Manager, Sales Planning Division
Yosuke Ozawa	Executive Officer; General Manager, Product Planning Department	Executive Officer; General Manager, Product Planning Division
Akira Fujii	Executive Officer; General Manager, Product Promotions Department	Executive Officer; General Manager, Product Promotions Division
Kiyoharu Akiyama	Executive Officer; General Manager, Japan West Area, Sales Division	Executive Officer; General Manager, Japan West Area Department, Sales Planning Division
Masakazu Kido	Executive Officer; General Manager in Charge of Product Planning, Product Planning Department	Executive Officer; General Manager, Product Planning Department

For more information, please contact:

Hiroyuki Yamanaka
General Manager, Administration Division,
Fields Corporation
Tel: +81-3-5784-2111 (General)

