

(Translation)

Fields Corporation (JASDAQ code: 2767)

September 27, 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 October 1, 2004.

Organizational changes

These organizational changes are designed to build a management structure that is able to respond rapidly and flexibly to market needs. The changes comprise the following three main elements.

1. Establishment of the Corporate Planning Office, responsible for the formulation and promotion of new businesses as well as strengthened public relations and investor relations functions (incorporates the existing Public Relations Office); and establishment of the Office of the President.
2. Establishment of the Sales Planning Department, to bolster linkage between product development and sales functions, reinforce product planning capabilities and improve operational efficiency. Changes include the elimination of the Sales Division.
3. Integration of the Information Systems Department into the Information Management

Department, integration of several management departments and establishment of the Finance & Accounting Department, to streamline management and back-office functions and raise organizational efficiency.

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

Personnel Changes

Board of Directors

Name	New Position	Previous Position
Touru Suenaga	Vice President; General Manager, Corporate Planning Office	Vice President; General Manager, Public Relations Office

Executive Officers

Name	New Position	Previous Position
Masakazu Kido	Executive Officer; General Manager, Sales & Marketing Division	Executive Officer; General Manager in Charge of Product Planning, Product Planning Department

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