

March 31, 2009

To all parties concerned:

Fields Corporation
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Announcement of Organizational and Personnel Changes

Fields Corporation hereby announces that the following organizational and personnel changes (effective April 1, 2009) will be implemented as set out below.

1. Outline of Organizational Changes

We will implement the organizational changes our organization as described below in order to reorganize the functioning of the pachinko/pachislot field, which is our core business, and to foster an appropriate response to market conditions as well as prompt decision making and business execution.

Changes in the Intellectual Property System

- (1) Integrate functions involving intellectual property by establishing the Intellectual Property Division
- (2) Establish the Intellectual Property Operation Department and Intellectual Property Strategy Department as organizations under the Intellectual Property Division

Changes in the Product Planning and Development System

- (1) Establish the Planning Division and Development Division, while dissolving the Product Division
- (2) Establish the Creative Direction Department and Creative Support Department as organizations under the Planning Division
- (3) Establish the Product Development Department and Quality Management Department as organizations under the Development Division

Changes in the Group Strategy System

- (1) Establish the Group New Business Department, Group Related Business Department and Group Management Strategy Department as organizations under the Group Strategy Division

Changes in the Sales System

- (1) Dissolve the Sales Support Department within the Sales Division and transfer its functions to the Branch Administration Department and Sales Strategy Department

Changes in the Administration and Support Systems

- (1) Combine the Office of the President and Investor and Public Relations Office as the Corporate Communications Office
- (2) Make legal functions independent of General Affairs Department by establishing the Legal Department as an organization under the Corporate Division

2. Organizational Changes

Please see the accompanying organization chart.

3. Personnel Changes

(1) Directors

New position	Name	Current position
Senior Managing Director; Division Manager, Group Strategy Division	Tetsuya Shigematsu	Senior Managing Director (In charge of the Group Strategy Division)
Senior Managing Director (In charge of the Sales Division and the Development Division)	Kiyoharu Akiyama	Senior Managing Director (In charge of the Sales Division and the Product Division)
Director; Division Manager, Intellectual Property Division	Yoshiteru Yamaguchi	Director; Division Manager, Group Strategy Division
Director; Division Manager, Planning Division	Masakazu Kurihara	Director; Division Manager, Product Division

(2) Executive Officers

New position	Name	Current position
Executive Officer; General Manager, Corporate Communications Office	Hideaki Hatanaka	Executive Officer; General Manager, Office of the President, Investor and Public Relations Office
Executive Officer; Division Manager, Development Division	Teruo Fujishima	Executive Officer; General Manager, Sales Support Department, Sales Division
Executive Officer; General Manager, Branch Administration Department, Sales Division, Hokkaido-Tohoku Regional Office, and Tokyo Regional Office	Hideo Wakazono	Executive Officer; General Manager, Branch Administration Department, Sales Division, and Tokyo Regional Office
Executive Officer; General Manager and Senior Production Executive, Group Related Business Department, Group Strategy Division	Yosuke Ozawa	Executive Officer; Senior Production Executive, Business Development Department, Group Strategy Division
Executive Officer; General Manager in charge of the Corporate Communications Office	Soichi Kasuya	Executive Officer; in charge of budget management for the Group in the Planning and Administration Division

4. Reference: Management structure after the Organizational Changes (as of April 1, 2009)

Position	Name
Chairman & CEO	Hidetoshi Yamamoto
President & COO	Takashi Oya
Senior Managing Director Division Manager, Group Strategy Division	Tetsuya Shigematsu
Senior Managing Director (In charge of the Sales Division and the Development Division)	Kiyoharu Akiyama
Outside Director	Shigesato Itoi
Director Division Manager, Intellectual Property Division	Yoshiteru Yamaguchi
Director Division Manager, Planning Division	Masakazu Kurihara
Director Division Manager, Planning and Administration Division	Hiroyuki Yamanaka
Director Division Manager, Corporate Division	Hideo Ito
Director General Manager, Office of the Chairman	Toru Suenaga
Director Division Manager, Sales Division	Akira Fujii

