

March 31, 2011

To all parties concerned:

Fields Corporation
 President and COO: Takashi Oya
 (JASDAQ code 2767)
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Announcement of Organizational and Personnel Changes

Fields Corporation hereby announces that the following organizational and personnel changes (effective April 1, 2011) will be implemented as set out below.

1. Organizational changes

(1) New establishment of the Contents Division

1. The Contents Division will be established to aim at strengthening IP (Intellectual Property) strategy, which is the main pillar of our mid/long-term growth strategy.
2. The Research and Development Department, the Planning and Promotion Department, and the Intellectual Property Department will be reorganized to the Research and Development Department, the Intellectual Property Research Department, the Planning and Promotion Department, the Intellectual Property Department, the Operational Planning Department, and the Group Communication Strategy Department and set up under the Contents Division.

(2) Changes in the Sales Division

The Business Innovation Office and the Customer Understanding Promotion Office will be established under the Sales Division.

(3) Organization chart as of April 1, 2011

Please see the accompanying organization chart.

2. Personnel changes

(1) Directors

New position	Name	Current position
Managing Director; Division Manager, Contents Division and General Manager, Group Communication Strategy Department, Contents Division	Masakazu Kurihara	Managing Director; Division Manager, Development Division and General Manager, Contents Development and Promotion Department, Development Division
Director; Division Manager, Sales Division and General Manager Business Innovation Office, Sales Division and General Manager, Customer Understanding Promotion Office, Sales Division	Akira Fujii	Director; Division Manager, Sales Division

(2) Executive officers

New position	Name	Current position
Executive Officer; Division Manager, Development Division	Teruo Fujishima	Executive Officer; Deputy Senior General Manager, Development Division
Executive Officer; General Manager, Sales Strategy Department, Sales Division and Hokkaido-Tohoku Regional Manager, Sales Division	Hideo Wakazono	Executive Officer; General Manager, Branch Administration Department, Sales Division
Executive Officer; Deputy Senior General Manager, Contents Division and General Manager, Planning and Promotion Department, Contents Division	Yusuke Kurokawa	Executive Officer; Development Division
Executive Officer; Deputy Senior General Manager, Contents Division and General Manager, Research and Development Department, Contents Division	Tadamasa Oshio	Executive Officer; Development Division

(3) Department manager positions

New position	Name	Current position
General Manager, Intellectual Property Research Department, Contents Division	Noritada Shimizu	General Manager, Intellectual Property Department, Development Division
Vice General Manager, Research and Development Department, Contents Division and Vice General Manager, Planning and Promotion Department, Contents Division	Tetsuya Matsukawa	General Manager, Planning and Promotion Department, Development Division and General Manager, Research and Development Department, Development Division
General Manager, Intellectual Property Department, Contents Division	Koki Seki	Vice General Manager, Intellectual Property Department, Development Division
General Manager, Operational Planning Department, Contents Division	Yasushi Kikuta	Vice General Manager, Development Division
Tokyo Regional Manager, Sales Division and Vice General Manager, Sales Strategy Department, Sales Division	Osanori Tsutsumi	Tokyo Regional Manager, Sales Division and General Manager, Sales Strategy Department, Sales Division
General Manager, General Affairs Department, Corporate Division	Hiroshi Uno	Assistant Senior General Manager, Corporate Division

4. Reference: Management structure after the organization changes (as of April 1, 2011)

Position	Name
Chairman and CEO	Hidetoshi Yamamoto
President and COO	Takashi Oya
Senior Managing Director Responsible for Group Business and Division Manager, Business Division	Tetsuya Shigematsu
Senior Managing Director Responsible for Pachinko/Pachislot Business	Kiyoharu Akiyama
Managing Director Division Manager, Contents Division	Masakazu Kurihara
Outside Director	Shigesato Itoi
Director Division Manager, Planning and Administration Division	Hiroyuki Yamanaka
Director Division Manager, Corporate Division	Hideo Ito
Director Division Manager, Sales Division	Akira Fujii
Director General Manager, Office of the Chairman	Toru Suenaga

◆For inquiries or further information please contact:◆

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Organization

As of April 1, 2011

