

June 1, 2011

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 change (effective June 1, 2011) will be implemented as set out below.

1. Organizational change

[Changes in the Business Division]

The Consumer Business Department will be established under the Business Division.

2. Personnel change

[Executive officer]

New position	Name	Current position
Executive Officer; Executive Producer, Business Division and General Manager, Consumer Business Department, Business Division  (Japan Sports Marketing Inc. Representative Director/President)	Nobuyuki Kikuchi	Executive Officer; Executive Producer, Business Division  (Japan Sports Marketing Inc. Representative Director/President)

\* Please see the accompanying organization chart in reference to organization chart as of June 1, 2011.

◆For inquiries or further information please contact:◆

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# Organization

As of June 1, 2011

