

For Immediate Release

Listed company name: **SANKYO CO., LTD.**  
Representative: Hideyuki Busujima, CEO  
(TSE 1<sup>st</sup> Sec. Code 6417)  
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## Notice concerning Change of Representative Directors

SANKYO Co., Ltd. today announced that a change of representative directors was decided at a meeting of the board of directors of the Company held on February 27, 2008. The Company also today issued another press release titled "Notice regarding Introduction of the Operating Officer System and Change of Personnel".

### 1. Change of representative directors (effective date: April 1, 2008)

Name	New Position	Current Position
Hideyuki Busujima	Representative Director, Chairman of the Board & CEO	Representative Director, President & CEO
Akihiko Sawai	Representative Director, President & COO	Representative Director & Executive Vice President Head of Intellectual Property Div.
Kunio Busujima	Director & Senior Adviser to the Board	Representative Director & Chairman

### 2. Reason for the change

Amid downward trends of the player population and the number of parlors, the pachinko and pachislo industry in which SANKYO Group operates is experiencing dramatic change in its business environment, including increasingly sophisticated audiovisual and *yakumono* figurine technologies applied to game machines, utilization of excellent content, and spread of media-mix promotion. In these circumstances, the Group worked to enhance its product competitiveness and maximize earnings. Today, the Group has a solid and broader foundation for stable earnings with the two well-established brands, SANKYO and Bisty, and the growth of the pachislo business.

To align the Group for a new round of growth, the Group will launch a new management system involving strengthening of top management, clarification of the functions of the board of directors, and introduction of the Operating Officer System. Regarding the top management, two posts will be newly established: the chief executive officer (CEO) and the chief operating officer (COO). The representative director and the chairman, serving as the CEO and the chairman of the Board, will be responsible for strategic decision-making concerning the Group's overall management, while the representative director and the president, serving as the COO, will supervise the Group's overall execution of operations.

Mr. Akihiko Sawai, who will assume the positions of the president and the COO, is well-versed in the overall business of the Group. Moreover, during the current business year, Mr. Sawai spearheaded two major projects, namely "*Koda Kumi Fever Live in Hall*" and "*Fever Aquarion*", from the acquisition of the content to promotions, leading them to success. Furthermore, being responsible for the alliance between subsidiary Bisty Co., Ltd. and Fields Corporation, Mr. Sawai greatly expanded the scope of Bisty's business, contributing to the establishment of SANKYO and Bisty brands as leading game machine brands. Mr. Sawai, exercising strong leadership, will continue to do his utmost to further improve the Group's financial performance while contributing to sound development of the pachinko and pachislo industry.

Mr. Hideyuki Busujima, the current president, will assume the positions of chairman of the Board and CEO, continuing to assume the ultimate responsibility for management while at the same time overseeing group management together with the new president. Mr. Kunio Busujima, the current chairman, will support the new management team as a director and a senior adviser.

### 3. Brief biography of the new president and COO

Name	<b>Akihiko Sawai</b>	
Place of Birth	Gunma Prefecture, Japan	
Date of Birth	December 23, 1955	
Career Summary	March 1978	Graduated from the Faculty of Commerce at Yokohama College of Commerce
	March 1978	<b>Joined SANKYO Co., Ltd.</b>
	February 1988	General Manager of Hiroshima Branch
	April 1994	Deputy Head of Sales & Marketing Division & General Manager of Tokyo Branch
	June 1995	<b>Director</b> Deputy Head of Sales & Marketing Division & General Manager of Tokyo Branch
	April 1997	<b>Director</b> Head of Product Management Division
	June 2000	<b>Managing Director</b> Head of Product Management Division
	June 2002	<b>Senior Director</b> Head of Product Management Division
	June 2006	<b>Representative Director &amp; Executive Vice President</b> Head of Product Management Division
	April 2007	<b>Representative Director &amp; Executive Vice President</b> Head of Intellectual Property Division

### 4. Brief biography of the new chairman of the Board and CEO

Name	<b>Hideyuki Busujima</b>	
Place of Birth	Gunma Prefecture, Japan	
Date of Birth	September 30, 1952	
Career Summary	March 1977	Graduated from the Faculty of Business & Commerce at Keio University
	April 1977	<b>Joined SANKYO Co., Ltd.</b>
	April 1982	General Manager of Accounting & Finance Department
	June 1985	<b>Managing Director</b>
	January 1988	<b>Senior Director</b>
	February 1992	<b>Representative Senior Director</b>
	June 1992	<b>Representative Director &amp; Executive Vice President</b>
	June 1996	<b>Representative Director, President &amp; CEO</b>