

For Immediate Release

Listed company name: **SANKYO CO., LTD.**  
 Representative: Akihiko Sawai  
 President & COO  
 (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 22, 2012. The Company also today issued another press release titled "Notice concerning Organizational Changes and Personnel Changes".

### 1. Change of Representative Directors (effective April 1, 2012)

Name	New Position	Current Position
<b>Kimihisa Tsutsui</b>	<b>Representative Director, President &amp; COO</b>	<b>Director &amp; Senior Executive Vice President</b> Supervising Administration Div., Manufacturing Div., Intellectual Property Div. and Corporate Planning Div.
<b>Akihiko Sawai</b>	<b>Director</b>	<b>Representative Director, President &amp; COO</b>

### 2. Reason for the change

The pachinko and pachislot industry, in which the Group operates, is facing a challenging environment. Amid ongoing declines in the player population and the number of pachinko parlors, the Great East Japan Earthquake evoked criticisms of the pachinko and pachislot industry. On the other hand, in line with the progress of visual, audio and figurine technologies, game machines have become established as a socially and economically influential media. The Group's *Evangelion* series is a major example. In recent years, game machines have started to incorporate functions of social networking services via mobile phones and are rapidly becoming entertainment platforms involving wide-ranging industries.

In these circumstances, the Group considers it is necessary for the pachinko and pachislot industry, including parlor operators and manufacturers, to work in concert to expand the scope of the industry and enhance the relationship with society. There is a need to facilitate collaboration with other industries to create products that earn the confidence of players and parlor operators. Moreover, it is necessary to enhance corporate value through business growth. Not only the Group's growth but also the industry's growth must be achieved. In order to ensure growth, the board of directors concluded that the Group should go forward under new leadership from April 2012 onward.

Mr. Kimihisa Tsutsui, who will be appointed the president and COO on April 1, 2012, has been involved in corporate planning since he joined SANKYO. While engaged in tasks related to management of the entire business, including the Company's stock listing, establishment of a business model, organization management, and alliances with external parties, Mr. Tsutsui has been responsible for communication with mass media, analysts, and investors, as the Group's spokesman and IR manager. He will strive to achieve growth of the Group and the industry while continuing collaboration with diverse stakeholders, representing various organizations and industries, and responding to change in the environment in which the Group and the industry operate.

This material is an English translation of Japanese announcement made on February 22, 2012. Although the Company intended to faithfully translate the Japanese document into English, the accuracy and correctness of this translation are not guaranteed.

### 3. Brief Biography of the New President and COO

Name	<b>Kimihisa Tsutsui</b>
Place of Birth	Kochi Prefecture, Japan
Date of Birth	April 1, 1953
Career Summary	March 1976 Graduated from the Department of Economics at Tokyo Fuji University Junior College (formerly Fuji Junior College)
	September 1991 <b>Joined SANKYO Co., Ltd.</b>
	April 1996 Office Manager of President's Office
	June 1998 <b>Director</b> Office Manager of President's Office
	June 2002 <b>Executive Director</b> Office Manager of President's Office
	July 2002 <b>Executive Director</b> Office Manager of Corporate Planning Office
	April 2005 <b>Executive Director</b> General Manager of Corporate Planning Division
	April 2008 <b>Director &amp; Senior Executive Operating Officer</b> Head of Administration Division, General Manager of Accounting & Finance Department, and General Manager of Corporate Planning Division
	April 2010 <b>Director &amp; Senior Executive Vice President</b> Supervising Administration Division, Manufacturing Division, Intellectual Property Division, and Corporate Planning Division and Head of Intellectual Property Division
	April 2011 <b>Director &amp; Senior Executive Vice President</b> Supervising Administration Division, Manufacturing Division, Intellectual Property Division, and Corporate Planning Division

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