



Announcement Concerning Changes in Representative Directors

Avex Group Holdings Inc. announces that a meeting of its Board Directors held today has adopted a resolution to change its representative directors. Details are as follows:

1. Changes in representative directors

(1) On April 1, 2010

New Title	Name	Current Title
Representative Director, CBO*, GM of Tactical Digital Strategy, in charge of Business Administration and compliance	Shinji Hayashi	Executive Director, Chief of Group IT Headquarters

*CBO: Chief Business Administration Officer

(2) To assume the post on June 27, 2010

New Title	Name	Title as of April 1, 2010
Representative Director, CFO, Chief of Management Information Administration, Senior GM of Financial Affairs, in charge of General Affairs & Personnel Administration and Strategic Planning Administration, Chairperson of Compliance Committee	Shigekazu Takeuchi	Senior Corporate Executive, CFO, Chief of Management Information Administration, Senior GM of Financial Affairs, in charge of General Affairs & Personnel Administration and Strategic Planning Administration, Chairperson of Compliance Committee

2. Reason for changes

The Company will increase the number of representative directors to four on June 27, 2010, to enhance governance as a pure holding company.

3. Name and career summaries of the new representative directors

(1) Name	Shinji Hayashi
Birth date	June 8, 1964
Career summary	May 1990 Joined Avex D.D., Inc. Apr. 1993 Director June 1996 Executive Director Apr. 1998 Executive Director of the Company (current post) June 2000 Corporate Executive Aug. 2002 Chief of Compiling Headquarters Oct. 2004 CEO of Avex Inc. (present Avex Entertainment Inc.) Apr. 2005 CEO of Avex Marketing Communications Inc. (present Avex Marketing Inc.) Aug. 2006 Chief of Group IT Headquarters of the Company (current post) Apr. 2007 Co-CEO of Avex Marketing Inc. June 2008 Director of Avex Entertainment Inc. Jan. 2009 Director of Avex Management Inc. (current post) Feb. 2009 Executive Director of Avex Entertainment Inc. (current post) Apr. 2009 Assistant Chief of Visual Content Business (current post) Deputy Chairman of the Board of Avex Marketing Inc. (current post) Director of Avex Broadcasting & Communications Inc. (current post)

Number of shares held 616,250

(2)

(2) Name	Shigekazu Takeuchi
Birth date	October 11, 1953
Career summary	Apr. 1976 Joined CBS Sony Inc. (present Sony Music Entertainment (Japan) Inc.) Jan. 1993 GM of Securities Business of Corporate Planning of Sony Music Entertainment (Japan) Inc. Jan. 1994 GM of Sales Promotion of Sales Administration Jan. 1995 GM of Planning of Sales Administration Jan. 1996 Assistant Chief of Sales Administration July 1996 Chief of Sales Administration Feb. 1997 CEO of Sony Music Artists Inc. Feb. 2000 Chief of Corporate Planning of Sony Music Entertainment (Japan) Inc. June 2000 Corporate Executive Oct. 2002 Representative Director of SME Visual Works Inc. (present Aniplex Inc.) June 2006 Chairman & CEO of Sony Pictures Entertainment (Japan) Inc. Oct. 2009 Senior Corporate Executive, Chief of Group Administration Headquarters of the Company
Number of shares held	0

4. Date of assumption of office

(1) Shinji Hayashi	April 1, 2010
(2) Shigekazu Takeuchi	June 27, 2010 (The appointment will be finalized after a resolution is adopted at the 23rd general shareholders meeting and a meeting of the Board of Directors to be held on the same day.)