



March 29, 2010

Announcement of Change in Management Structure, and Associated Resignation of Directors, Reorganization, Changes in Responsibilities of Directors, Changes in Corporate Executives, and Other Personnel Changes

Avex Group Holdings Inc. announces that a meeting of its Board of Directors held today adopted a resolution to change its management structure on April 1, 2010. In association with the change, some directors will step down, the Company will modify its organizational structure, responsibilities of directors and corporate executives will change, and other personnel changes will be made. Details are as follows:

1. Purpose of Change in Management Structure

In response to rapid changes in the entertainment market and user trends, the Company has strengthened its businesses and aggressively entered new business fields to achieve its medium-term vision: To evolve into an “Entertainment Brand Company” with the strongest creative and communication capabilities in Asia.

The Company will change its management structure and that of each Group company to separate management and the performance of operations and to enhance efficiency and transparency in Group management by clarifying the administrative authority and responsibilities of positions including directors, corporate executives, and general managers.

2. Resignation of Directors

As part of the change in the management structure described in section 1, the following directors resigned on March 28, 2010:

(1) Resigning directors	Takashi Araki*1	Senior Managing Director, Chief of Corporate Planning Headquarters
	Hiroshi Inagaki*2	Director
	Hisahiko Iida*3	Director
	Hajime Taniguchi*4	Director, Chief of International Strategy of Corporate Planning Headquarters, Chief of IP Strategy of Corporate Planning Headquarters
	Katsuro Oshita*5	Director
	Hiroyuki Kishi*6	Director
(2) Reason for resignation	Described in the preceding section	
(3) Date of resignation	March 28, 2010	

*1 Takashi Araki remains Managing Director of Avex Asia Holdings Ltd. (hereinafter “AAH”; the business name will be changed to Avex International Holdings Ltd. in April 2010.)

*2 Hiroshi Inagaki remains Chairman of the Board of Avex Marketing Inc. (hereinafter “AMI”) and a director of Avex Entertainment Inc. (hereinafter “AEI”).

*3 Hisahiko Iida remains a director of AEI.

*4 Hajime Taniguchi remains a director of Avex Live Creative Inc. and will become CEO of Avex Music Publishing Inc. (hereinafter “AMP”), which will be spun off and established on April 1, 2010.

*5 Katsuro Oshita will become a corporate executive of AEI on April 1, 2010.

*6 Hiroyuki Kishi became a director of AMI on March 23, 2010 and will become a corporate advisor of the Company on April 1, 2010.

3. Reorganization (on April 1, 2010; refer to the attached organization chart)

The Company will change its organizational structure to fulfill its mission as a pure holding company specializing in developing Group strategies, providing shared services, and planning new businesses. The details of the change are as follows:

- (1) The Company has three headquarters: Group Administration Headquarters, Corporate Planning Headquarters, and Group IT Headquarters. The Company will reorganize these headquarters into four divisions: General Affairs & Personnel Administration, Management Information Administration, Strategic Planning Administration, and Business Administration. General Affairs & Personnel Administration will consolidate the corporate communication functions of General Affairs and Personnel Affairs and Public Relations. Management Information Administration will consolidate Group IT Headquarters and Financial & Accounting. Strategic Planning Administration will consolidate IP Strategy and Business Planning. Business Administration will consolidate business administration departments of Group companies, including the Project Management of AEI.
- (2) General Affairs & Personnel Administration consists of Personnel Resources and General Affairs. Management Information Administration consists of Financial Affairs and System Synergy. Strategic Planning Administration consists of Strategic Planning Administration, Legal Affairs, and Business Affairs. Business Administration includes Business Administration and New Projects Implementation.
- (3) The Company will establish the Office of the CEO, which will be under the direct control of the CEO, and Tactical Digital Strategy, which will be under the direct control of the CSO.
- (4) The Company will establish the Investment Committee, which will consider the effectiveness and adequacy of investments in other companies, capital expenditures, and investments in businesses, and the Production Ethics Committee, which will supervise the linguistic and visual expressions of productions, including music and visual software, from an ethical point of view in addition to the existing Compliance Committee.

4. Changes in the Responsibilities of Directors (on April 1, 2010)

As part of the change in the management structure described in 1 and in association with the reorganization explained in 3, the responsibilities of directors will change as follows:

New Title	Name	Current Title
Representative Director CEO, in charge of Office of the CEO	Masato Matsuura	Representative Director CEO, Chairperson of Compliance Committee
Representative Director <u>CSO*</u> , in charge of Tactical Digital Strategy	Ryuhei Chiba	Representative Director Co-CEO
Representative Director <u>CBO*</u> , GM of Tactical Digital Strategy, in charge of Business Administration and Compliance	Shinji Hayashi	Executive Director, Chief of Group IT Headquarters
Director, in charge of General Affairs & Personnel Administration, Management Information Administration, and Strategic Planning Administration	Toshio Kobayashi	Director, in charge of Group Administration Headquarters and compliance

*CSO: Chief Strategic Officer; CBO: Chief Business Administration Officer

5. Changes in Corporate Executives (on April 1, 2010)

As part of the change in the management structure described in 1 and in association with the reorganization explained in 3, corporate executives will change as follows:

New Title (Major Title in the Group)	Name	Current Title
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	Shigekazu Takeuchi	Senior Corporate Executive, Chief of Group Administration Headquarters
Corporate Executive, Chief of Strategic Planning Administration, Senior GM of Legal Affairs	Masahiro Anan	Corporate Executive, GM of Business Planning of Group Administration Headquarters
Corporate Executive, Chief of Business Administration, Senior GM of Business Administration	Toshiki Shida	Associate GM of Business Planning of Group Administration Headquarters
Corporate Executive, Deputy GM of Tactical Digital Strategy	Kenichiro Hori	(Director, GM of New Business Development of Visual Content Business of AEI)
Corporate Executive, Chief of General Affairs and Personnel Administration, Senior GM of Personnel Resources	Takahiro Miura	Corporate Executive, GM of General Affairs and Personnel Affairs of Group Administration Headquarters
Senior GM of Business Affairs of Strategic Planning Administration	Yuko Suzuki	Corporate Executive, GM of International Business Affairs and Visual Content Business Affairs of IP Strategy of Corporate Planning Headquarters
(Corporate Executive, Senior GM of Administration of Tokyo Branch, of Administration, and of Finance of AAH)	Kenzo Katakura	Corporate Executive, GM of Financial & Accounting of Group Administration Headquarters
(Corporate Executive, Senior GM of Chinese Language of AAH)	Akihiro Terada	Corporate Executive, GM of International Strategy of Corporate Planning Headquarters
(Corporate Executive, Assistant to President of AAH)	Daisuke Shimokawa	Corporate Executive, GM of Music Business Promotion of International Strategy of Corporate Planning Headquarters

6. Other Personnel Changes (on April 1, 2010)

As part of the change in the management structure described in 1 and in association with the reorganization explained in 3, the following personnel changes will be made:

The following abbreviations are used for Group companies:

AMS: Avex Management Service Inc.; AMG: Avex Management Inc.; ABC: Avex Broadcasting & Communications Inc.

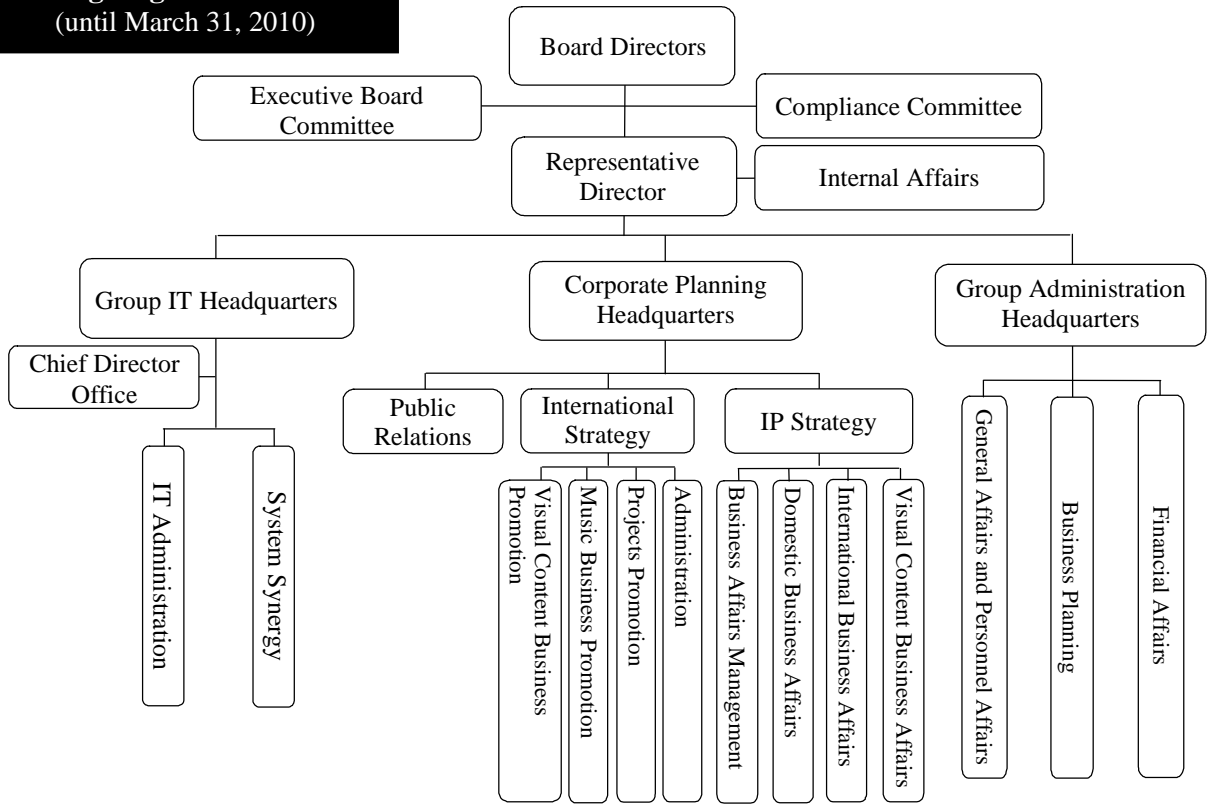
New Title (Major Title in the Group)	Name	Current Title
GM of Internal Affairs	Yoshiya Takahashi	Deputy GM of Internal Affairs
GM of Office of the CEO	Hideki Endo	(GM of Office of the CEO of AEI)
GM of New Projects Implementation of Business Administration	Masashi Hibino	(GM of Visual Content Business of AEI)
GM of Business Administration of Business Administration	Jun Saito	(GM of Business Promotion and Animation Production of Visual Content of AEI)
GM of Business Affairs of Strategic Planning Administration	Takeshi Ichikawa	GM of Business Affairs Management of IP Strategy of Corporate Planning Headquarters

New Title (Major Title in the Group)	Name	Current Title
GM of Business Affairs of Strategic Planning Administration	Shinji Igarashi	Deputy GM of Domestic Business Affairs of IP Strategy of Corporate Planning Headquarters
Associate GM of Legal Affairs of Strategic Planning Administration	Toru Sakurai	GM of Internal Affairs
Senior GM of Strategic Planning Administration of Strategic Planning Administration, Associate GM of Management Information Administration	Seiichi Hatamoto	Deputy GM of Business Planning of Group Administration Headquarters, Associate GM of Group Administration Headquarters
Associate GM of Strategic Planning Administration of Strategic Planning Administration	Satoshi Tatsuta	(Director of AMS)
GM of Financial & Accounting of Management Information Administration	Katsunori Yoshimura	Deputy GM of Financial & Accounting of Group Administration Headquarters
GM of Computer Systems of Management Information Administration	Tomomi Ota	GM of Computer Systems and IT Administration of Group IT Headquarters
GM of General Affairs of General Affairs & Personnel Administration	Hisaou Wakaizumi	Associate GM of General Affairs and Personnel Affairs of Group Administration Headquarters
(GM of 5th Production of Music Business of AEI)	Hideki Hori	GM of Public Relations of Corporate Planning Headquarters
(GM of Development of Sales Promotion of AMI)	Katsuo Ishida	GM of Chief Director Office of Group IT Headquarters
(Corporate Executive, GM of Visual Production of Visual Content Business of AEI)	Hidemi Arasaki	GM of Visual Content Business Promotion of International Strategy of Corporate Planning Headquarters
(Deputy GM of International Planning Preparation of Management of AMG)	Masato Iijima	GM of Project Promotion of International Strategy of Corporate Planning Headquarters
(GM of Administration of Tokyo Branch and Administration of AAH)	Tsuyoshi Suzuki	Deputy GM of Administration of International Strategy of Corporate Planning Headquarters
Associate GM of Business Administration of Business Administration	Yutaka Kondo	(Deputy GM of Business Promotion of Visual Content of AEI)
Associate GM of Business Administration of Business Administration	Kazuhisa Sakamoto	(Deputy GM of Project Management of AEI)
Associate GM of Business Administration of Business Administration	Yoshinori Shiba	(Deputy GM of Public Relations and Administration of ABC)

- The new management (directors and a senior corporate executive) of the Company as of April 1, 2010 is as follows:

CEO	Masato Matsuura
CSO	Ryuhei Chiba
CBO	Shinji Hayashi
Director	Toshio Kobayashi
Outside Director	Shin Ushijima
Outside Director	Minoru Onozato
Outside Director	Nobuo Kawakami
CFO, Senior Corporate Executive	Shigekazu Takeuchi (will become representative director and CFO on June 27, 2010)

Existing Organization Chart
(until March 31, 2010)



New Organization Chart
(as of April 1, 2010)

