

December 22, 2009

Company Name: Leoplace21 Corporation

Representative: Yoshiteru Kitagawa, President and CEO

Code Number: 8848 (First Section, Tokyo Stock Exchange)

Contact: Masumi Iwakabe, General Manager, Public Relations Department

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Representative Director and Director Assignments

At a meeting held on December 22, 2009, the Board of Directors of Leoplace21 Corporation (“the Company”) resolved to approve the following representative director and director reassignments.

Details

1. Reasons for the Reassignments

As part of the current restructuring of business operations, and to facilitate greater speed in execution, the Company has moved to adopt a system of two representative directors.

2. Names and Titles of Newly Appointed Representative Directors

New Title	Name	Former Title
Vice President General Manager, Leasing Business Division General Manager, Sales Division No. 1, Leasing Business Division General Manager, BB Promotion Division, Leasing Business Division	Eisei Miyama	Senior Executive Director Senior Executive Officer General Manager, Leasing Business Division Leopalace Center Supervising Manager, Leasing Business Division General Manager, BB Promotion Division, Leasing Business Division

3. Brief Biography of the Newly Appointed Vice President

Title Vice President

Name Eisei Miyama

Date of Birth November 13, 1957

Brief Biography

October 1977 Joined Leoplace21 Corporation

April 1990 Named General Manager, No. 3 Sales Division

June 1990 Named Director, Leopalace21 Corporation

January 1993 Named General Manager, Saitama Sales Division

January 1996 Named Executive Director, Leopalace21 Corporation

November 1996 Named General Manager, Leasing Business Headquarters

April 2003 Named Senior Executive Director

June 2006 Named General Manager, Broadband Business Headquarters

October 2006 Named General Manager, East Japan Sales Headquarters, Leasing Business
Headquarters

June 2007 Named General Manager, Leasing Business Headquarters

April 2008 Named Deputy General Manager, Sales Headquarters
Named General Manager, Silver Business Headquarters
Named General Manager, Hotel Business Headquarters

April 2009 Named Senior Executive Director and Senior Executive Officer
Named General Manager, Management Planning Headquarters

November 2009 Named General Manager, Leasing Business Division (current post)
Named Leopalace Center Supervising Manager, Leasing Business Division
Named General Manager, BB Promotion Division, Leasing Business Division (current
post)

4. Date of Assumption of Duties December 22, 2009

End