

March 4, 2011

Trade name: Noevir Co., Ltd.
Representative: Takashi Okura, President and Representative Director
(Securities Code Number: 4916; TSE, Second Section)
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Announcement of organizational structure and personnel system at Noevir Holdings and of personnel changes at two major subsidiary companies

Following Noevir Co., Ltd. (“Noevir”)’s decision to establish a holding company, Noevir Holdings Co., Ltd. on March 22, 2011, directors of Noevir at a Board meeting held on March 4 approved the organizational structure and Board members of Noevir Holdings as well as Noevir’s Board members. Board members of Tokiwa Pharmaceutical Co., Ltd., which along with Noevir will become a major subsidiary of Noevir Holdings, were also announced.

1. Organizational structure of Noevir Holdings

The following organizations shall be set up at Noevir Holdings: a “General Meeting of Shareholders,” a “Board of Directors,” a “Chairman and Representative Director,” a “President and Representative Director,” a “Board of Corporate Auditors,” “Corporate Auditors,” and a “Group Executive Council” that will discuss and decide on important matters concerning the conduct of Group business. In addition, the following offices and organizations are being established.

(1) Internal Audit

- Provides internal auditing and strengthened internal controls for Noevir Holdings and its subsidiaries, from an independent standpoint.

(2) Management Strategy

- Plans and monitors performance in overall Group management policy, strategy planning and compilation of medium-term business plans.
- Carries out Group IR activities and Noevir Holdings’ PR activities.

(3) Accounting

- Handles Group treasury- and accounting-related services, and supports operating companies.

(4) Human Resources

- Sets policy for human resources planning and work management across the Group, and supports operating companies.

(5) Corporate Affairs

- Plans and monitors Group corporate governance, CSR, compliance, equity and asset management and other general administration, and supports operating companies.

(6) Management Information Systems

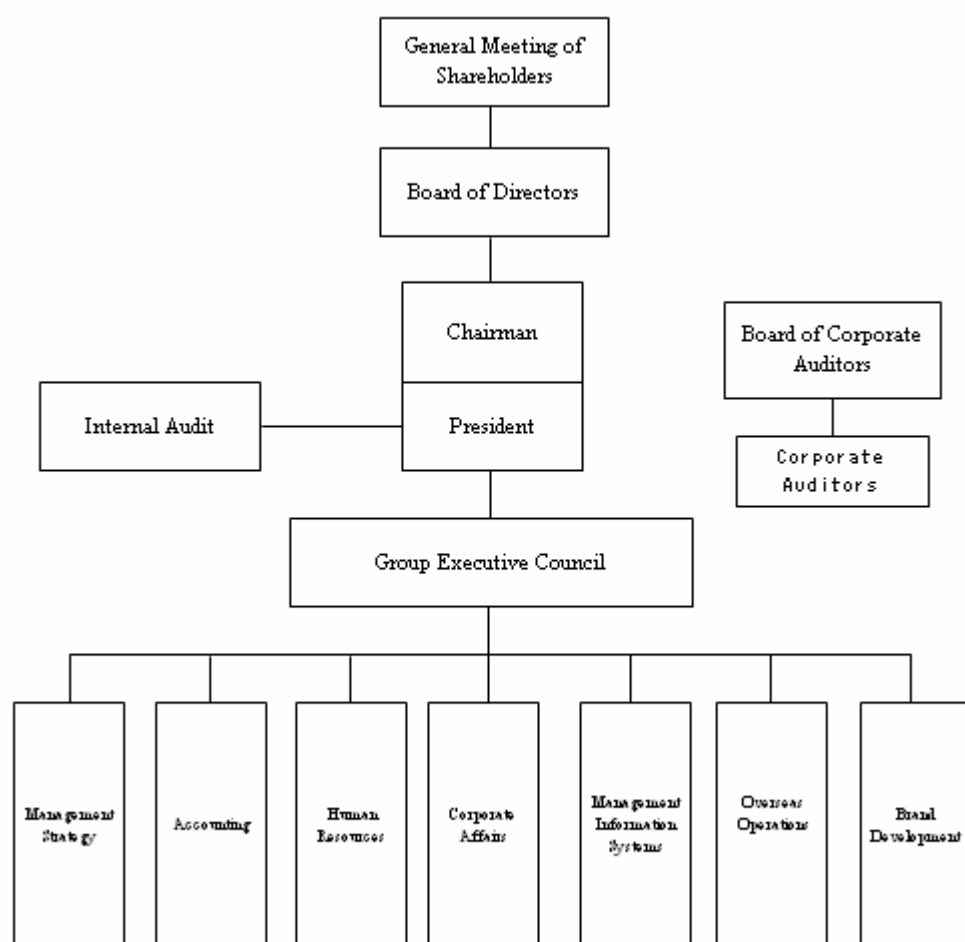
- Develops and manages Groupwide IT strategies and systems.

(7) Overseas Operations

- Plans and promotes planning for overseas sales network expansion for Group, establishes and manages affiliated companies, joint ventures and sales distributors, and handles import/export-related services.

(8) Brand Development

- Plans Groupwide brand strategy.



2. Noevir Holdings Co., Ltd.: Executives (As of March 22)

Directors

	New title	Former title
Hiroshi Okura	Chairman and Representative Director	Chairman and Representative Director Noevir Co., Ltd.
Takashi Okura	President and Representative Director	President and Representative Director Noevir Co., Ltd.
Masashi Akagawa	Vice President and Director	Managing Director Operations Noevir Co., Ltd.
Ikko Yoshida	Director and Senior Executive Officer General Manager Management Strategy	Director and Senior Executive Officer General Manager of Management Strategy Noevir Co., Ltd.
Yasuo Kaiden	Director (President and Representative Director of Noevir Co., Ltd.)	Director and Senior Executive Officer Chief Director of Manufacturing and Logistics, and head of Management Information Systems Noevir Co., Ltd.
Masataka Nakano	Director (President and Representative Director of Tokiwa Pharmaceutical Co., Ltd.)	President and Representative Director Tokiwa Pharmaceutical Co., Ltd.
Sanae Tanaka	Outside Director	

Corporate Auditors

	New title	Former title
Yoshiharu Hayashi	Standing Corporate Auditor	Standing Corporate Auditor Noevir Co., Ltd.
Masakazu Ueda	Outside Corporate Auditor	Outside Corporate Auditor Noevir Co., Ltd.
Kazuhiro Kida	Outside Corporate Auditor	Outside Corporate Auditor Noevir Co., Ltd.

Executive Officer appointments

Senior Executive Officers

	New title	Former title
Takashi Oyama	Senior Executive Officer General Manager Corporate Affairs	Senior Executive Officer Corporate Affairs, Aviation, and Secretariat Noevir Co., Ltd.
Noboru Saito	Senior Executive Officer General Manager of Human Resources	Senior Executive Officer General Manager Human Resources Noevir Co., Ltd.

Executive Officers

	New title	Former title
Masayuki Hamaguchi	Executive Officer Accounting General Manager Management Information Systems	Executive Officer General Manager Accounting, Noevir Co., Ltd.
Masayuki Ueda	Executive Officer General Manager Brand Development (Executive Officer and General Manager Brand Strategy of Tokiwa Pharmaceutical Co., Ltd.)	Executive Officer General Manager Brand Strategy Tokiwa Pharmaceutical Co., Ltd.

3. Principal subsidiaries (As of March 22)

Noevir Co., Ltd.

Directors

	New title	Former title
Yasuo Kaiden	President and Representative Director (Director of Noevir Holdings, Co., Ltd.)	Director and Senior Executive Officer Manufacturing and Logistics, Management Information Systems
Takashi Takehara	Director and Senior Executive Officer, Sales and Marketing	Director and Senior Executive Officer Marketing
Minoru Ito	Director and Senior Executive Officer, Research and Development	Senior Executive Officer Research and Development
Hiroshi Anami	Director and Senior Executive Officer, Manufacturing and Logistics General Manager Manufacturing	Senior Executive Officer General Manager Manufacturing

Auditors

	New title	Former title
Mitsuru Morishita	Standing Corporate Auditor	General Manager Sales Division - Tokai

Executive officers:

Senior Executive Officers

	New title	Former title
Yoshihiro Kawaguchi	Senior Executive Officer Sales and Marketing - East General Manager Sales Division - Tokai	Senior Executive Officer General Manager Sales Division - Tokyo
Kazuyuki Shimamoto	Senior Executive Officer Sales and Marketing - West	Senior Executive Officer General Manager Sales Division - Kyushu

Executive officer

	New title	Former title
Yasuo Takizawa	Executive Officer Sales and Marketing General Manager Sales Representative Relations	Executive Officer General Manager Sales Representative Relations

Tokiwa Pharmaceutical Co., Ltd.*Directors*

	Title
Masataka Nakano	President and Representative Director (Director of Noevir Holdings Co., Ltd.)
Mitsuhiro Yokota	Managing Director NOV
Tsuneo Morioka	Director Manufacturing
Akira Mitani	Director Cosmetics

Auditor

	Title
Kousuke Hayashi	Standing Corporate Auditor

Executive officers

	Title
Yoshihiko Arima	Executive Officer Deposit Sales
Kazuo Takada	Executive Officer General Manager Operations
Masayuki Ueda	Executive Officer Brand Strategy (Executive Officer and General Manager of Brand Development of Noevir Holdings Co., Ltd.)
Nobuhide Okumura	Executive Officer Research and Development General Manager Clinical Research