

NOEVIR HOLDINGS

Noevir Holdings Co., Ltd. Public & Investor Relations
7-6-15 Ginza, Chuo-ku, Tokyo 104-8208, Japan

July 5, 2011

Trade name: Noevir Holdings Co., Ltd.
Representative: Takashi Okura, President and Representative Director
(Securities Code Number: 4928; TSE, Second Section)
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Announcement of Management Personnel Changes

Noevir Co., Ltd., a wholly-owned subsidiary of Noevir Holdings Co., Ltd., announces the following executive personnel changes, effective July 21, 2011.

Noevir Co., Ltd.: Executive Officer appointments (As of July 21, 2011)

Senior Executive officers

Name	New title	Former title
Yoshihiro Kawaguchi	Senior Executive Officer Sales and Marketing - East Japan General Manager	Senior Executive Officer Sales and Marketing - East General Manager Sales Division – Tokai
Kazuyuki Shimamoto	Senior Executive Officer Sales and Marketing - Chugoku and Shikoku General Manager	Senior Executive Officer Sales and Marketing - West