

June 17, 2005

Ladies and Gentlemen,

Company Name: KOA Corporation  
Name of Representative: President Koichi Mukaiyama  
(Code Number 6999 Tokyo Stock Exchange 1<sup>st</sup> Section)  
Contact: General Manager of Management Administration IV  
Hidetoshi Yonezawa  
(Telephone Number: 81-265-70-7171)

## Organizational Change and Personnel Shift

As of June 21, 2005, the following organizational change and personnel shift have been implemented at KOA:

### 1. Organizational Change

#### ①Objective

To respond better to the change in market environment and provide better service to customers with fortified organization and marketing functions

#### ②Organizational Change Implemented

- (1) Newly establish "Marketing Center" within Business Reform IV
- (2) Newly establish "Automotive Coordination Center" and "Customer Service Center" within Japan BF of Business Reform IV
- (3) Transfer "International Sales Center" which had been under the direct jurisdiction of Business Reform IV to Japan Sales BF of Business Reform IV

### 2. Personnel Shift

Name	New Post	Old Post
Akira Nonomura	Japan Sales BF Representative (Additional Post) Customer Service Center General Manager; Automotive Coordination Center General Manager	Japan Sales BF Representative
Yasaburo Makiuchi	Sales Strategy Center General Manager; KPS-2 Center General Manager; Marketing Center General Manager	Sales Strategy Center General Manager; KPS-2 Center General Manager

(Note) IV: Initiative; BF: Business Field