

*September 30, 2009***Notice Concerning Changes in Representative and Representative Directors**

Septeni Holdings Co., Ltd. at the Board of Directors meeting held on September 30, 2009 made the following unofficial decisions regarding changes in Representative and Representative Directors.

The changes will be formally determined at the Septeni Holdings 19th Ordinary General Meeting of Shareholders and the subsequent Board of Directors meeting to be held in mid-December 2009.

1. Description of changes

New title	Name	Current title
President and Representative Director (representative)	Koki Sato	Senior Managing Director
Chairman and Representative Director	Mamoru Nanamura	Chairman of the Board
Vice-chairman of the Board	Muneyoshi Nomura	President and Representative Director

2. Reason for changes

To improve our performance and strengthen management base under the new management system amid the rapidly changing economic environment.

3. Scheduled date of appointment

Mid-December 2009 (following the 19th Ordinary General Meeting of Shareholders)

4. Name and career of new Representative Director (Representative)

New title	President and Representative Director	
Name	Koki Sato	
Date of birth	March 11, 1975	
Career	April 1997	Joined Septeni Holdings Co., Ltd.
	July 2001	General Manager of Internet Division, Director, Septeni Holdings
	October 2003	Managing Director, CMO, Septeni Holdings
	December 2004	Senior Managing Director, COO, Septeni Holdings
	October 2006	President and Representative Director, Septeni Co., Ltd. (current position)
	October 2007	Senior Managing Director, Septeni Holdings (current position)