

Notice Regarding Executive Personnel Changes

1. Changes of Directors and Executive Officers (Effective April 1, 2011)

New Title (New Responsibility)	Name	Current Title (Current Responsibility)
Representative Director and Executive Vice President (Chief Officer, Communication and Solar Business)	Toshishige Hamano	Representative Director and Executive Vice President (Chief Officer, Overseas Business)
Representative Director and Executive Vice President (Chief Officer, Audio-Visual, Electronic Components and Devices, and Liquid Crystal Display Business)	Yoshiaki Ibuchi	Representative Director and Executive Vice President (Group General Manager, Sales and Marketing Group-Electronic Components and Devices; General Manager, New Business of Liquid Crystal Display)
Representative Director and Executive Vice President (Chief Technology Officer; Group General Manager, Tokyo Branch)	Kenji Ohta	Director and Senior Executive Managing Officer (Group General Manager, Tokyo Branch)
Senior Executive Managing Officer (Group General Manager, China Group; Chairman, Sharp Electronics Sales (China) Co., Ltd.)	Nobuyuki Sugano	Executive Managing Officer (Group General Manager, China Group; Chairman, Sharp Electronics Sales (China) Co., Ltd.)
Executive Managing Officer (General Manager, Production Technology and Quality Control; Group General Manager, Production Technology Development Group)	Takashi Nukii	Executive Managing Officer (General Manager, Production Technology and Quality Control)
Executive Managing Officer (Group General Manager, Large Liquid Crystal Display Business Group)	Toshihiko Hirobe	Executive Managing Officer (Group General Manager, Production Technology Development Group)
Executive Managing Officer (General Manager, Display Device Business)	Yoshisuke Hasegawa	Executive Managing Officer (Group General Manager, Liquid Crystal Display Group)
Executive Managing Officer (General Manager, Business Solutions; Group General Manager, Document Solutions Group)	Fujikazu Nakayama	Executive Officer (General Manager, Business Solutions; Group General Manager, Document Solutions Group)
Executive Officer (Group General Manager, Communication Systems Group)	Masami Ohbatake	Executive Officer (General Manager, Information and Communication Systems Business; Group General Manager, Communication Systems Group)

2. Newly-Appointed Executive Officers (Effective April 1, 2011)

New Title (New Responsibility)	Name	Current Responsibility
Executive Officer (Group General Manager, Display Device Business Group)	Norikazu Hohshi	General Manager, New LCD Business Development Project Group
Executive Officer (Group General Manager, One-of-a-Kind Products and Corporate Design Group; Group General Manager, Global Brand Strategy Group)	Keiko Okada	Group General Manager, One-of-a-Kind Products and Corporate Design Group; Group General Manager, Global Brand Strategy Group
Executive Officer (Group General Manager, Management Planning Board)	Masayuki Mohri	Group General Manager, Management Planning Board
Executive Officer (Group General Manager, Electronic Components and Devices Group)	Ryutaro Egawa	Group Deputy General Manager, Electronic Components and Devices Group; Division General Manager, System Device Division II
Executive Officer (Group General Manager, Sales and Marketing Group-Electronic Components and Devices)	Noboru Yamazawa	Group Deputy General Manager, Sales and Marketing Group -Electronic Component and Devices; General Manager, Domestic and In-House Sales and Marketing

3. Retiring Executive Officers (Effective March 31, 2011)

Name	Current Title (Current Responsibility)
Yoshiki Sano	Executive Officer (Group Deputy General Manager, Corporate Research and Development Group; General Manager, Energy Solutions)
Toru Chiba	Executive Officer (Group General Manager, Network Service Business Development Group) *Technical Advisor (Effective April 1, 2011)
Miyoshi Yamauchi	Executive Officer (Group General Manager, Electronic Components and Devices Group)