



October 27, 2011

To All Stakeholders:

GEO CORPORATION  
Head office: 1-1-1 Miyamachi, Kasugai City, Aichi  
President: Tetsuya Morihara  
(Securities Code: 2681 Tokyo Stock Exchange, Nagoya Stock Exchange, First Section)  
Contact: Takayuki Kubota, Executive Vice President  
Tel: +81-568-33-4388

## **Notice of Changes in Representative Directors and of New Management Team**

The Board of Directors of GEO CORPORATION approved a resolution today to make the following changes in representative directors of the company and to name the following executives for GEO HOLDINGS CORPORATION and the new GEO CORPORATION as of November 1, 2011.

### **1. Changes in representative directors**

#### **(1) Reason for changes**

At the shareholders meeting held on June 29, 2011, shareholders approved a resolution for a divestiture in which GEO CORPORATION will conduct a divestiture to establish a new company.

Following the divestiture, GEO CORPORATION will change its name to GEO HOLDINGS CORPORATION and the company will adopt a holding company structure. The newly established company will be called GEO CORPORATION and receive the retail business of the current GEO CORPORATION.

The objective of the holding company structure is to clarify the positioning of business operations and the group's management, thereby strengthening governance by creating a group organization with effective controls. GEO CORPORATION believes that this new structure will also upgrade and strengthen the group's management.

**(2) Changes in representative directors (effective November 1, 2011)**

Name	New title	Previous title
Kiyonori Sawada	Chairman	Chairman and Representative Director Executive for Sales Division and DMS Store Management Division
Tetsuya Morihara	Vice Chairman	President and Representative Director Executive for Administration Division, Accounting Division, Merchandising Division, Information Division, Compliance Dept. and Audit Dept. General Manager of Merchandising Division and Information Division
Yuzo Endo	President and CEO Executive for Administration Division, Accounting Division, Corporate Management Division, Information Division, Compliance Dept., Audit Dept. and Office of the President, General Manager of Information Division	Director Executive for Corporate Management Division

**(3) Profile of new President and CEO, representative director**

Name	Yuzo Endo	
Date of birth	January 21, 1978 (age 33)	
Born	Nagoya, Aichi	
Residence	Nagoya, Aichi	
Education	Waseda University, School of Political Science and Economics (graduated March 2000)	
Shares held	93,338	
Career	March 1999	Representative Director of BX Co., Ltd. (now Shirokuraya Co., Ltd.)
	April 2000	Joined McDonald's Company Japan Co., Ltd.
	Nov. 2000	Joined GEO CORPORATION
	June 2004	Director, Deputy Manager of Office of the President
	April 2006	Director, General Manager of Business Development Div.
	July 2007	Director, executive for Administration Division and Personnel Dept.
	June 2009	Director
	July 2011	Director, executive for Corporate Management Div. (current)

## 2. Management team (effective November 1, 2011)

### (1) Executives of GEO HOLDINGS CORPORATION

Name	Title
Kiyonori Sawada	Chairman
Tetsuya Morihara	Vice Chairman
Yuzo Endo	President and CEO Executive for Administration Division, Accounting Division, Corporate Management Division, Information Division, Compliance Dept., Audit Dept. and Office of the President, General Manager of Information Division
Takayuki Kubota	Executive Vice President Executive for Finance Division and Investor Relations Dept.
Yasushi Yoshikawa	Director Executive for Business Process Improvement Project
Matsuo Shimizu	Director
Kazuta Ohashi	Director
Takahisa Kitajima *	External director
Kazushi Omori *	External director
Futoshi Komiyama (*)	External director
Tsunehisa Ogino *	External director
Naoyuki Shimura *	External director

\*Note: External directors as prescribed in Article 2-15 of the Company Law and elected at an extraordinary shareholders meeting on October 13, 2011.

### (2) Executives of the new GEO CORPORATION

Name	Title	(Reference) Title at current GEO CORPORATION (to become GEO HOLDINGS CORPORATION)
Kiyonori Sawada	President and Representative Director Executive for Sales Division and DMS Store Management Division	Chairman
Tetsuya Morihara	Director Executive for Merchandise Division and General Manager of Merchandise Division	Vice Chairman
Noriyuki Imai	Director General Manager of Operations Division	Executive Officer
Koji Goto	Director General Manager of Sales Division	Executive Officer
Tatsuya Mizoguchi	Director General Manager of Merchandise Distribution Dept., DMS Store Management Division	Executive Officer
Yasuhiro Oka	Director	Executive Officer General Manager of Administration Division