

For Immediate Release

2-7-1 Yurakucho, Chiyoda-ku, Tokyo
 Park24 Co., Ltd.
 Koichi Nishikawa
 President and Representative Director
 (First Section of TSE; Code: 4666)
 Contact Management Planning Department
 Full name Kenichi Sasaki
 Title Director, Corporate Officer, General
 Manager of Management Planning
 Department
 Tel. 03-3213-8910.

Notice of Organization and Personnel Changes

Park24 Co., Ltd. announces that, at a Board of Directors' meeting held on October 15, 2012, it decided to implement a change in the organization of the Company and its major subsidiaries and personnel changes effective November 1, 2012 as follows:

1. Park 24 Co., Ltd.

(1) Organization change

- Within the Business Development Division, the Membership Strategy Department and the Business Development Department will be established to undertake planning on, and promote, the membership strategy centered on the Times Club in the Group services.

(2) Personnel changes of managers

| | New position title | Former position title |
|---------------|---|--|
| Kiyoshi Okada | Membership Strategy Department Manager, Business Development Division | (Promotion Planning Department Manager, Business Planning Division, Times24 Co., Ltd.) |
| Nobuo Machi | Business Development Manager, Business Development Division | Manager in Charge, Business Development Division |