

April 30, 2004
KURAYA SANSEIDO Inc.
President: Sadatake Kumakura
Code number: 7459 (First Section, Tokyo Stock Exchange)
Contact: Kikuo Miki, Senior Executive Officer
and General Manager of Public Relations Division
Phone: +81-3-3517-5171

New Executive Officer

April 30, 2004 – In order to strengthen the execution of its business, KURAYA SANSEIDO Inc. has appointed a new executive officer. Details are as follows.

1. Name, classification, area of responsibility, and date of assumption of duties of the new executive officer

Name:	Masahiko Masuyama (Former position: General Manager, Distribution Department, Pharmaceutical Sales Division, Takeda Chemical Industries Ltd.)
Classification:	Head Executive Officer
Area of responsibility:	Executive Director of Affiliated Business Division
Date of assumption of duties:	May 1, 2004

Former position of the appointee is listed as of the date of assumption of duties.

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