

January 31, 2011

MEDIPAL HOLDINGS CORPORATION
Representative: Sadatake Kumakura, Representative Director, President and CEO
Code number: 7459 (1st Section, Tokyo Stock Exchange)
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Appointment of Representative Director

The Board of Directors of MEDIPAL HOLDINGS CORPORATION (“MEDIPAL”) today decided on the appointment of a representative director. Details follow below.

The company MEDICEO CORPORATION discussed in this news release is a wholly owned subsidiary of MEDIPAL.

1. Reason for the Appointment

The appointment is intended to strengthen MEDIPAL’s management organization and support the further development of MEDIPAL and the MEDIPAL Group.

2. Appointment of Representative Director

Name:	Shuichi Watanabe	
Date of Birth:	April 11, 1952 (58 years old)	
Birthplace:	Sumoto, Hyogo Prefecture	
Education:	Hosei University, Law School, Graduated March 1975	
Resume:	August 1979	Joined KURAYA Corporation (now MEDIPAL)
	December 1990	Became Director of KURAYA Corporation
	December 1994	Became Managing Director of KURAYA Corporation
	April 2000	Became Director and General Manager of East Japan Marketing Division of KURAYA SANSEIDO Inc. (now MEDIPAL)
	April 2004	Assumed current position of President and Chief Executive Officer of KURAYA SANSEIDO Spin-off Preparation Inc. (now MEDICEO CORPORATION)
	October 2004	With change to holding company system and change of corporate name, became Director and General Manager of Sales Division of MEDICEO Holdings Co., Ltd. (now MEDIPAL), Representative Director and President and CEO of KURAYA SANSEIDO Inc. (now MEDICEO CORPORATION)
	April 2007	Assumed responsibility for pharmaceutical sales
	June 2007	Managing Director
	June 2008	Assumed current position of Senior Managing Director and became Vice Chairman of Business Innovation Committee

3. Date of Appointment

April 1, 2011

For reference:

1. Representative Directors as of January 31, 2011 (2 Directors)

Title	Name	Assignment
Representative Director, President and CEO	Sadatake Kumamura	—
Representative Director and Senior Managing Director	Bunichi Murayama	Director of MEDICEO CORPORATION

2. Representative Directors as of April 1, 2011 (3 Directors)

Title	Name	Assignment
Representative Director, President and CEO	Sadatake Kumamura	—
Representative Director, Executive Vice President	Shuichi Watanabe	President and Chief Executive Officer of MEDICEO CORPORATION
Representative Director and Senior Managing Director	Bunichi Murayama	Director of MEDICEO CORPORATION

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