

June, 2011

Personnel Change of Directors and Executive Officers

Yakult Honsha Co., Ltd. (President and Chief Operating Officer Takashige Negishi) today announced that the Ordinary General Meeting of Shareholders held today appointed 15 directors and the Board of Directors Meeting held after the Ordinary General Meeting of Shareholders decided the duties of executive officers.

1. Appointment of Directors

The Company's Board of Directors Meeting held on April 28 approved the introduction of the executive officers system. With this decision, the Ordinary General Meeting of Shareholders on June 22 reduced the number of director positions by 11 and appointed 15 directors. Those who were promoted, newly appointed or retired as directors are listed below. For details, please refer to the attached document titled "Directors and Auditors."

(1) Promoted directors (two officials)

Name	New title	Previous title
Sumiya Hori	Chairman and Representative Director Chief Executive Officer	President
Takashige Negishi	President and Chief Representative Director Operating Officer	Senior Managing Director

(2) Newly appointed directors (three officials)

Name	Title
Masayuki Fukuoka	Director (Outside Director)
Christian Neu	Director (Outside Director)
Bertrand Austruy	Director (Outside Director)

(3) Officials retired as director (14 officials)

Name	Previous title	Remarks
Tsuyoshi Kinugasa	Senior Managing Director	Assumed the position of president and acting owner of Yakult Kyudan Co., Ltd.
Yasufumi Murata	Managing Director	Assumed the positions of chairman of Dojin Association and chairman of Yakult Pension Fund
Hiroshi Narita Haruji Sawada	Managing Director	Assumed the position of executive officer
Akinori Abe Kenichi Shiino Yoshiaki Tanaka Kiyotaka Kikuchi Hiroshi Wakabayashi	Director	
Masaki Tanaka Fumiyasu Ishikawa Masanori Ito	Director	Assumed the position of executive officer
Jacques Vincent Sven Thormahlen	Director (Outside Director)	

2. Duties of executive officers

The Board of Directors Meeting held after the Ordinary General Meeting of Shareholders decided the duties of 19 executive officers. Promoted and newly appointed executive officers are listed below. For details, please refer to the attached document titled “Responsibilities of Executive Officers.”

(1) Promotion of executive officers (five officials)

Name	New title	Previous title	Duties
Sumiya Hori	Chairman and Executive Officer	President	
Takashige Negishi	President and Executive Officer	Senior Managing Director	Divisional General Manager, Administrative Division

Name	New title	Previous title	Duties
Yoshihiro Kawabata	Deputy President and Executive Officer	Senior Managing Director	Divisional General Manager, International Business Division, Divisional General Manager, Management Support Division
Masahiro Negishi	Senior Managing Executive Officer	Managing Director	Divisional General Manager, Food and Beverages Business Division, Divisional General Manager, Cosmetics Business Division
Kenichi Shiino	Managing Executive Officer	Director	Production Control Dept., Development Dept., Purchasing Dept.

* Promotion of executive officers (new titles) shows the comparison with the previous title held by the concerned official under the previous system.

(2) New appointment of executive officers (three officials)

Name	Title	Duties
Susumu Hirano	Executive officer	Director and President, Yakult (China) Co., Ltd., International Business Dept.
Akifumi Doi	Executive officer	Plant Manager of Kyoto Plant, Production Control Dept.
Tetsuya Hayashida	Executive officer	Cosmetics Dept., Shonan Cosmetics Plant

3. Date on which the decision was made

June 22, 2011