

June 30, 2010

Notice Concerning New Structure

TYO Inc. will integrate the TYO Group by merging its group companies with TYO on July 1, 2010. In accordance with the group integration, TYO made official decisions concerning TYO's new management structure and new organizational structure from July 1, 2010.

1. New management structure

TYO will integrate the TYO Group by merging its group companies with TYO on July 1, 2010. According to the establishment of new management structure due to group integration, TYO will appoint four new directors as of July 1, 2010 for the purpose of thoroughly implementing decision making throughout the group and accelerating the speed of decision-making and implementation.

TYO gained approval for the appointment of four new directors at the extraordinary shareholders meeting held on June 24, 2010.

TYO directors from July 1, 2010 are as shown below.

Name	Former title	New title
Hiroaki Yoshida	President & CEO, and TYO Group CEO	No change
Kazuyoshi Hayakawa	Director and Group Vice-President	Senior Managing Director, Creative Center
Jun Ebihara	Director, Group Executive Officer	Managing Director, 1 st segment
Waju Fukuda	Director, Group Executive Officer	Managing Director, 1 st segment
Kenji Morimoto	Director, Group Executive Officer	Managing Director, 2 nd segment
Yutoku Matsutani	Director, Group Executive Officer	Managing Director, 2 nd segment
Hiroaki Uekubo	Director, General Manager of Business Strategy Dept.	Managing Director, Administration segment, General Manager of Business Strategy Dept.
Haruo Takarada	Director, Group Executive Officer	Director, 1 st segment
Koichi Iida	Director	Director, Administration segment, General Manager of Operation Dept.
Keisuke Morishima	Director, General Manager of Internal Control Supervision Dept.	No change
Kenya Tauchi (new director)	—	Director, 1 st segment
Daisuke Uwabo (new director)	—	Director, 2 nd segment
Katsumi Kameda (new director)	—	Director, 2 nd segment
Masaaki Moritake (new director)	—	Director, Administration segment, General Manager of Finance and Accounting Dept.
Kazuyuki Gondo	Director	Part-time Director
Hidejiro Matsuda	Full-time Auditor	No change
Shigeyuki Mito	Part-time Auditor	No change
Yoshiharu Hagiwara	Part-time Auditor	No change

2. New organizational structure

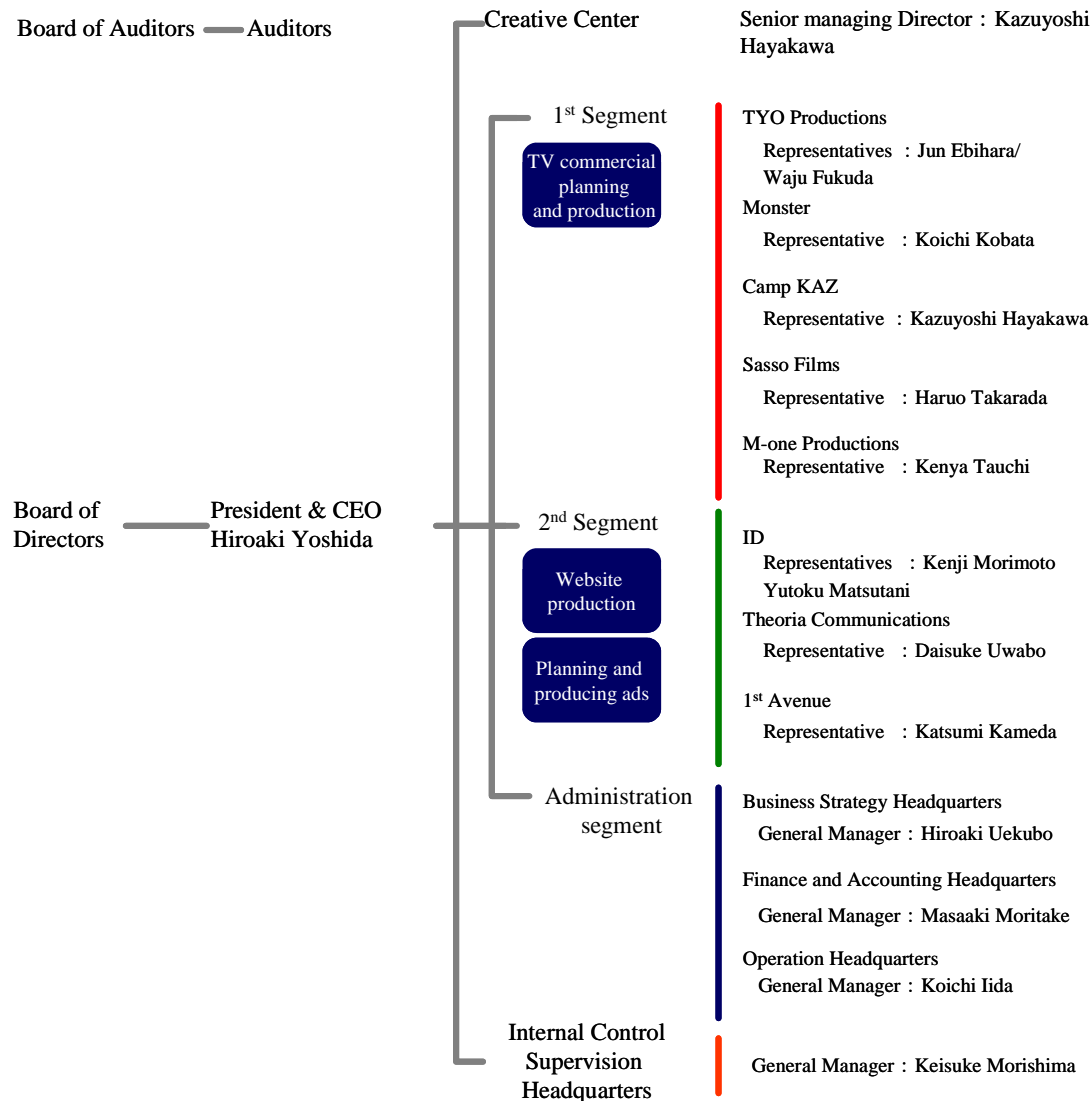
TYO will integrate the TYO Group by merging its group companies with TYO on July 1, 2010. The following nine companies (note) that are involved in the group integration will be united with TYO as a corporate entity to serve as a *comprehensive advertising content production company* capable of responding much better to various needs of advertisers and advertising companies

TYO will continue to ensure diversified *multi-brand system* by keeping the group companies that are currently conducting business operations as TYO consolidated subsidiaries as brand names of each segment.

(Note) TYO Productions Inc./ MONSTER ULTRA Inc./M-one Productions Inc./ Camp KAZ Inc./ Sasso Films Inc./ID Inc./ Theoria Communications Inc./ 1st Avenue Inc.*/ TYO Administration

* The merger of 1st Avenue is scheduled for October 1, 2010.

TYO's new organizational structure from July 1, 2010 is as follows.



TYO Group companies

Mazri Inc.
TYO Animations Inc.
LUDENS CO., LTD.
Haxen International Inc.
dwarf Inc.
REAL-T Inc.

Great Works AB
Great Works S.L.
Great Works America Inc.
Great Works K.K.
Great Works China Co.,Ltd.

ZEO Corporation
Eavam International Co., Ltd.

COM Co., Ltd.
Colab Inc.

TYO Technical Ranch Inc.