

News release Dated Feb 6, 2001

Organizational Changes and New Appointments of Executives

Oricon Direct Digital Inc. ("Oricon DD") announces the following appointments effective February 6, 2001 as approved at the meeting of the Board of Directors held on the same day.

1. Organizational Changes

The following revisions have been made to Oricon DD's corporate organization for the purpose of better implementing the company's business strategy.

- a) Establishment of a Finance and Administration Division (Management Headquarters)
- b) Establishment of a Finance and Accounting Department within this headquarters

2. New Appointments

Name	Former Title	New Title
Yoshitake Furukawa	Director and General Manager of Administration Department	Director and General Manager of Finance and Administration Division
Yukihisa Minegishi	Deputy General Manager for Finance and Accounting, Administration Department	General Manager of General Accounting Department
Toshiyuki Suzuki	Supervisor of Digital Contents Department	General Manager of Digital Contents Department