

[Provisional Translation Only]

This English translation of the original Japanese document is provided solely for information purposes.

Should there be any discrepancies between this translation and the Japanese original, the latter shall prevail.

August 13, 2010

Asset Managers Holdings Co., Ltd. (Osaka Securities Exchange, Hercules Market, 2337)

Representative: Scott Callon, Chairman and Representative Statutory Executive Officer

Inquiries: Minoru Ishihara, Senior Executive Managing Director and Statutory Executive Officer

Telephone: +81-3-3502-4818 www.assetmanagers.co.jp/english

Changes in Organizational Structure, Roles of Statutory Executive Officers, and Personnel

Asset Managers Holdings (“the Company”) today announced the following changes in organizational structure, statutory executive officer roles and personnel, effective September 1, 2010.

1. Changes in organizational structure

(1) Purpose and details of the change:

The Company is committed to achieving and maintaining excellence in real estate asset management for our clients as a core company of the Ichigo Group. At the same time as the change in our corporate name to Ichigo Group Holdings Co., Ltd. on September 1, the Company will newly establish a Strategic Sales Department in order to promote the Company’s strategic growth, including establishing new funds. The Strategic Sales Department will be directly responsible to the Company’s President, who will assign acting management responsibility to a Statutory Executive Officer.

(2) Date of the changes:

September 1, 2010

2. Changes in positions of statutory executive officers (effective September 1, 2010)

(1)

Name	New Position	Current Position
Scott Callon	Unchanged	Chairman & Representative Statutory Executive Officer (Overall Company Management)

Kenji Iwasaki	Unchanged	President & Representative Statutory Executive Officer (Overall Company Management)
Takuma Hasegawa	Unchanged	Executive Vice President & Statutory Executive Officer (Real Estate)
Kazuya Sahashi	Unchanged	Executive Vice President & Statutory Executive Officer (Finance, Strategic Investment & International)
Minoru Ishihara	Unchanged	Senior Executive Managing Director & Statutory Executive Officer (Administration)
Wataru Orii	Senior Managing Director & Statutory Executive Officer (Strategic Sales)	<Newly Appointed>
Yukihiro Ogasawara	Senior Statutory Executive Officer (Real Estate Services and Osaka Branch)	Statutory Executive Officer (Real Estate Services and Osaka Branch)
Takashi Minamikawa	Senior Statutory Executive Officer (Accounting & Business Planning)	Statutory Executive Officer (Accounting & Business Planning)
Shoyo Ishimatsu	Unchanged	Statutory Executive Officer (Real Estate Development & CRE Solutions)
Xu Zhijun	Statutory Executive Officer (International Business)	<Newly Appointed>

(2) New Statutory Executive Officers

Name: Wataru Orii

Date of Birth: June 7, 1966

Career History

Apr 1990: Tokyu Land Corporation

Nov 1998: Pacific Management Corporation (Current name: Pacific Holdings, Inc.)

Jun 2001: Pacific Holdings, Inc., Board Member of Investment & Planning Division

Dec 2005: Pacific Holdings, Inc., Board Member of Sales Division

Feb 2009: Pacific Holdings, Inc., President & CEO

Aug 2010: Asset Managers Holdings Co., Ltd., Corporate Adviser (current)

Name: Xu Zhijun

Date of Birth: September 27, 1960

Career History

- Sep 1982: Shanghai Custom College, Professor
- Apr 1997: Japan Knowledge Industry Co., Ltd. (Current name: IX Knowledge Inc.)
- Nov 2001: NTT Data Institute of Management Consulting, Inc.
- Jun 2006: NTT Data Institute of Management Consulting, Inc., Senior Manager
- May 2007: Asset Managers Holdings Co., Ltd.
- Dec 2008: Asset Managers Holdings Co., Ltd., Head of International Business (current)
- Oct 2009: Asset Managers (Taiwan) Company Limited, Chairman of the Board (current)

Organization Chart (effective September 1, 2010)

