



UNITED ARROWS LTD.

July 28, 2006

Notice Concerning Organizational Change and Personnel Changes

UNITED ARROWS LTD. hereby announces organizational change, name change and personnel change as of August 1, 2006, as described below.

1. Organizational change and name change

(1) New establishment of EC (e-commerce) Business Department

New establishment of EC (e-commerce) Business Department to promote e-commerce business within the whole company.

(2) Name change of HGS (Changes) Department within Business Development Division

Name change from HGS (Changes) Department to JC (Jewel Changes) Department within Business Development Division.

“Changes UNITED ARROWS Tokyo” and “Changes UNITED ARROWS Nagoya” will change position from current Business Development Division to a “label image store” within UNITED ARROWS business, as of August 1, 2006. Following this change, HGS (Changes) Department will change name to JC (Jewel Changes) Department unifying “Jewel Changes”.

2. Personnel Changes

New Title	Name	Former Title
Department Manager, EC Business Department	Tsuyoshi Horoowa	(Newly appointed)
Department Manager, Jewel Changes Department, Business Development Division	Nobuhiro Hiranuma	Department Manager, HGS (Changes) Department, Business Development Division