

August 1, 2011

ZAPPALLAS

For immediate release:

Name of company: ZAPPALLAS, INC.
Stock code: 3770
Stock exchange listing: Tokyo Stock Exchange, First Section
Headquarters: 1-19-19, Ebisu, Shibuya-ku, Tokyo
Representative
Title: Representative Director / Chairperson / President
Name: Mari Kawashima
Contact person
Title: Chief of Management Planning Division
Name: Motoaki Saito
Tel: +81-(3)-5475-7133 (Main)
URL: <http://www.zappallas.com/>

Notification regarding the personnel reshuffling for the representative director

ZAPPALLAS, INC. decided to change the representative director as follows, at the meeting of the board of directors held on August 1, 2011:

1. Reason for the reshuffling

To strengthen and enrich the management system, and realize swift decision-making

2. Contents of the reshuffling

New position	Name	Former position
Representative Director, Chairperson, and President	Mari Kawashima	Executive Vice-President
Director	Yoichiro Hirai	President and Chief Executive Officer

3. Biography of the newly appointed representative director

Name	Mari Kawashima
Number of shares owned	26,720 shares
Brief history	September 1989 Established Dial Q network and became representative director. January 1994 Established FAMILY BIZ Inc. and became representative director. November 1995 Became a director of InterQ (present: GMO Internet, Inc.) March 2000 Established Cyber Biz Inc. (present: ZAPPALLAS, INC.) and became representative director and chairperson July 2007 Became executive adviser of ZAPPALLAS, INC. September 2007 Became special adviser of ZAPPALLAS, INC. April 2010 Became operating officer of ZAPPALLAS, INC. July 2010 Became director and vice president August 2011 Became representative director, chairperson, and president(incumbent)

4. Date of the reshuffling

August 1, 2011