

## Notice Regarding Executive Personnel Changes

### Changes of Representative Directors

As of August 31, 2010, Masafumi Matsumoto, Representative Director and Executive Vice President (currently in charge of Audio-Visual Systems Business), will resign his position due to health reasons. Sharp hereby decided to make the following executive personnel changes.

#### 1. Changes of Directors (As of September 1, 2010)

New Title (New Responsibility)	Name	Current Title (Current Responsibility)
Chief Officer, General Administration and Legal Affairs; Group General Manager, Global Brand Strategy Group	Toshio Adachi Representative Director and Executive Vice President	Group General Manager, Tokyo Branch; Chief Legal Affairs Officer
Chief Officer, Overseas Business	Toshishige Hamano Representative Director and Executive Vice President	Chief Officer, General Administration and Solar Business; Group General Manager, Global Brand Strategy Group
Group General Manager, Sales and Marketing Group—Electronic Components and Devices	Yoshiaki Ibuchi Representative Director and Executive Vice President	Electronic Components and Devices Business; Group General Manager, Sales and Marketing Group—Electronic Components and Devices
Group General Manager, Tokyo Branch	Kenji Ohta Director and Senior Executive Managing Officer	Chief Technology Officer; Group General Manager, Intellectual Property Group

#### 2. Changes of Executive Officers (As of September 1, 2010)

New Title (New Responsibility)	Name	Current Title (Current Responsibility)
Group General Manager, Corporate Research and Development Group; Group General Manager, Intellectual Property Group	Shigeaki Mizushima Executive Managing Officer	Group General Manager, Corporate Research and Development Group
General Manager, Production Technology and Quality Control	Takashi Nukii Executive Managing Officer	General Manager, Production Technology
General Manager, Audio-Visual Systems Business; Group General Manager, Audio-Visual Systems Group	Tsuneo Nakamura Executive Officer	Group General Manager, Audio-Visual Systems Group