



FOR IMMEDIATE RELEASE

TAITO CORPORATION Announces Management Change

TOKYO, Japan (February 28, 2017) – TAITO CORPORATION (“the Company”) today announced the change in the Company’s representative directors effective April 1, 2017.

Tetsu Yamada, the current Executive Vice President, was elected as President and Representative Director to be appointed as of April 1, 2017 to lead the further growth of the Company’s business performances.

Koichi Ishii, the current President and Representative Director, will continue to serve the Company as Chairman and Representative Director after April 1, 2017.

New Representative Director’s Biography

Name	TETSU YAMADA
Date of Birth	February 1, 1961
Career Summary	1983-1996 The Bank of Tokyo Ltd. 1996-2000 The Coca-Cola Japan Company 2000-2002 President & CEO, Dealtime.com Ltd. 2002-2008 Officer, Starbucks Coffee Japan Ltd. 2008-2009 President & CEO, Phoenix Resort K.K. 2009-2012 Executive Officer, USJ Co., Ltd. 2012-2014 Senior Vice President & International Group COO, Lawson, Inc 2014-2016 Senior Vice President & President of International Business Division, Lawson, Inc 2016-2017 Executive Vice President and Director, TAITO CORPORATION
Education	Hitotsubashi University (Bachelor in Economics) Harvard University - Graduate School of Business Administration (MBA) Massachusetts Institute of Technology - Sloan School of Management (MSc in Management)



About TAITO CORPORATION

TAITO Corporation (TAITO) is a wholly-owned subsidiary of Square Enix Holdings Co., Ltd. With headquarters in Tokyo, Japan, TAITO operates core businesses such as game arcade operations, coin-operated game machines, and mobile phone content services. A seminal part of gaming history, TAITO caused a worldwide sensation with its arcade legend, SPACE INVADERS®, and developed such fan favorites as PUZZLE BOBBLE® (BUST-A-MOVE®) and ARKANOID®. Today, TAITO continues to thrill game lovers of all generations by offering both classic and new family-oriented titles on the latest gaming platforms. TAITO delivers a wide range of entertainment experiences with the goal of providing consumers with fresh surprises and new discoveries.

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