

February 28, 2011

To whom it may concern:

Company name: Asahi Holdings, Inc.
Representative: Mitsuharu Terayama, CEO & COO
(Code No.: 5857, First section of the Tokyo Stock Exchange)
Please contact: Yukio Tanabe,
Director, Corporate Development & Administration Division
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Changes in Representative Director and other Executives of Asahi Pretec Corp.

Asahi Holdings, Inc. (“the Company”) is pleased to announce the following change in Representative Director, nomination of Director Candidates and election of Corporate Officers for the Company’s principal subsidiary, Asahi Pretec.

The change of Representative Director and the election of Corporate Officers for Asahi Pretec will be effective April 1, 2011. Please note that the appointment of Directors to the Board shall be officially resolved at its General Shareholders Meeting in June 2011.

1. Representative Director, candidates for Directors and Corporate Officers of Asahi Pretec Corp.

Name	Position
Mitsuharu TERAYAMA	Director, Chairman
Tsutomu SAKURAI	Representative Director, Corporate Officer, Industrial Recycling Business Division
Tomoya HIGASHIURA	Director, Corporate Officer; Precious Metal Recycling Business Division
Masaki HIRANO	Director, Corporate Officer; Technology Support & Production Management Division
Hirohisa YAMAGUCHI	Corporate Officer, Administration Division
Kuniaki GONDO	Corporate Officer, General Manager; Electronics Business Department
Keiichi OKUMURA	Corporate Officer, General Manager; Precious Metal Business Department and Jewelry Recycling Business Department
Hiroyuki NAKANISHI	Corporate Officer, General Manager; Photosensitive Material Business Department and Environmental Business Department
Kazuo KAWABATA	Corporate Officer, Deputy Head of Division; Technology Support & Production Management Division; General Manager, Research & Development Department

2. Brief Biographical Profile of the New Representative Director of Asahi Pretec Corp.

Name	Tsutomu Sakurai
Date of Birth	August 16, 1953
Education	Graduated from Keio University's Faculty of Law in March 1976
Business Career	
April, 1976	Joined Komatsu Ltd.
April, 2005	Group CEO, Komatsu Europe International N.V.
May, 2008	Joined Asahi Pretec Corp.
August, 2008	Corporate Officer, Precious Metal Recycling Business Division
June, 2009	Director, Corporate Officer; Precious Metal Recycling Business Division
April, 2010	Director, Corporate Officer; Industrial Recycling Business Division, Asahi Pretec Corp. (current position)
June, 2010	Director, Asahi Holdings., Inc. (current position)