



September 12, 2011

To whom it may concern:

SK-Electronics Co., Ltd.
436-2, Tatetomita-cho, Ichijo-agaru,
Higashi Horikawa-dori, Kamigyo-ku, Kyoto
Yoshitada Nogami, President
(Stock Code: 6677)
Contact: Hidehiro Fujiwara, Director
Telephone: +81-75-441-2333 (reception)

Notice Regarding Changes in Representative Director

On September 12, 2011, the Board of Directors of SK-Electronics has resolved the change in representative director as described below

1. Reason of Changes
The Company attempts the rejuvenation of the management system.
2. New and Previous Position

Name	New Post	Previous Post
Masanori Ishida	President & CEO	Managing Director
Yoshitada Nogami	Senior Adviser, Director	President & CEO

3. Profile of New President
Name Masanori Ishida
Date of Birth September 10, 1969
Place of Birth Kyoto, Japan
Education Doshisha University (Faculty of Business Administration)
4. Effective Date
October 1, 2011

End