

Kewpie Corporation

1-4-13 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan Tel:03-3486-3331



(Translation)

January 12, 2011

Dear Sirs:

Name of the Company: Kewpie Corporation
Representative: Yutaka Suzuki,
President and Representative
Director
(Code No. 2809; the first section of the Tokyo Stock Exchange)
Person to contact: Nobuo Inoue,
Director and General Manager of
Operation Promote Department

Notice of Change of Representative Director

It is hereby notified that Kewpie Corporation (the "Company"), at the meeting of its Board of Directors held on January 12, 2011, resolved on a change of Representative Director, as described below.

The matter will officially be determined at the Ordinary General Meeting of Shareholders to be held on February 23, 2011 and a meeting of the Board of Directors after the close thereof.

Description

1. Reason of change:

The efforts of the Representative Director to strengthen group management since his assumption of office in 2004 have resulted in a stronger management base. To develop the quality in the future, the Company desires to make new management assume a responsibility to carry out the medium-term business plan, whereby securing the stability and development of its business.

2. Names and titles of new and old Representative Directors:

(New) Name: Minesaburo Miyake
New title: President and Representative Director

(Retiring) Name: Yutaka Suzuki
Old title: President and Representative Director

* Yutaka Suzuki is expected to assume the office of Counselor of the Company.

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3. Career summary of new Representative Director:

Birth place:	Okayama Prefecture
Date of birth:	July 22, 1952 (58 years old)
Last education:	March 1976 Graduated from Sophia University, Faculty of Science and Technology
Career summary:	April 1976 Joined the Company
	September 1998 General Manager, Kanto Branch of the Company
	July 2001 General Manager, Household Sales Dept. of the Company
	July 2002 General Manager, Division of Household Sales of the Company
	February 2003 Director and General Manager, Division of Household Sales of the Company
	February 2005 Director and General Manager, Tokyo Branch of the Company
	September 2008 Director and General Manager, Division of Wide-Area Sales of the Company
	December 2009 Director, in charge of Egg Products Business of the Company
	February 2010 Executive Managing Director, in charge of Egg Products Business and Group Management of the Company

Number of shares of the Company held: 11,000 shares

4. Expected date of assumption of office:

Wednesday, February 23, 2011

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