

Company name: Ube Industries, Ltd.
 Representative: Michio Takeshita
 President and Representative Director
 Security code: 4208 (shares listed on First Section of
 Tokyo Stock Exchange and Fukuoka
 Stock Exchange)
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Ube Industries Announces Personnel Changes

TOKYO, February 28, 2011 — Ube Industries, Ltd. has announced that the company's Board of Directors decided today on the following changes to its executive officers and their assignments.

Ube has issued a separate announcement today concerning changes to its representative directors.

1. Changes in Executive Personnel (As of April 1, 2011)

Newly promoted Executive Officers

<u>Name</u>	<u>New Position</u>	<u>Current Position</u>
Akinori Furukawa	Vice President, Executive Officer, Special Assistant to the President and Group CCO, with responsibility for Group CSR, Ube Industries Central Hospital and General Affairs & Human Resources Office	Senior Managing Executive Officer, Group CCO and General Manager of General Affairs & Human Resources Office, with responsibility for Ube Industries Central Hospital
Takanobu Kubota	Managing Executive Officer and General Manager of Procurement & Logistics Div., with responsibility for Logistics Efficiency Improvement Project and Ube Corporate Service Dept.	Executive Officer and General Manager of Procurement & Logistics Div., with responsibility for Logistics Efficiency Improvement Project
Tadashi Matsunami	Managing Executive Officer, Company President of Cement & Construction Materials Company and General Manager of Cement Dept.	Executive Officer, Company Vice President of Cement & Construction Materials Company and General Manager of Cement Dept., with responsibility for Group Company Dept., Resources & Products Div., and Technical Development Center
Masayuki Kinouchi	Managing Executive Officer and General Manager of Corporate Research & Development	Executive Officer with responsibility for Organic Chemistry Research Laboratory, Organic Specialty Materials Research Laboratory, and Process Technology Research Laboratory, Corporate Research & Development

Newly appointed Executive Officers

<u>Name</u>	<u>New Position</u>	<u>Current Position</u>
Tsuyoshi Sato	Executive Officer with responsibility for Group Company Dept., Construction Materials Div. and Resources & Products Div., Cement & Construction Materials Company	General Manager of Construction Materials Div., Cement & Construction Materials Company
Etsuo Matsunaga	Executive Officer, General Manager of Production Center, Production & Technology Div. and General Manager of Ube Chemical Factory	General Manager of Logistics Dept., Procurement & Logistics Div. and Project Leader of Logistics Efficiency Improvement Project
Tokuhisa Okada	Executive Officer, President and Representative Director of Ube Machinery Corporation Ltd. and General Manager of Machinery Div., Machinery & Metal Products Company	President and Representative Director of Ube Machinery Corporation Ltd. and General Manager of Machinery Div., Machinery & Metal Products Company
Masahiko Nojima	Executive Officer, Business Operation Officer of Chemicals & Plastics Company and General Manager of Planning & Administration Dept.	General Manager of Planning & Administration Dept., Chemicals & Plastics Company

Stepping down as Executive Officers (as of March 31, 2011)

- Kazuhiko Okada, Vice President, Executive Officer, and Special Assistant to the President, with responsibility for Group CSR, Special Assignments, Energy & Environment Div., and Procurement & Logistics Div. (to continue as a director from April 1, 2011)
- Nobuyuki Takahashi, Senior Managing Executive Officer, Company President of Chemicals & Plastics Company and General Manager of Europe Operational Unit (to be appointed as a Special Advisor as of April 1, 2011)
- Kazuma Sekiya, Senior Managing Executive Officer, Representative Director and Vice President of Ube-Mitsubishi Cement Corporation and Company President of Cement & Construction Materials Company (to be appointed as an Advisor as of April 1, 2011: continue as Representative Director and Vice President of Ube-Mitsubishi Cement Corporation)

2. Changes in Assignments of Executive Officers (As of April 1, 2011)

<u>Name</u>	<u>New Assignments</u>	<u>Current Assignments</u>
Makoto Umetsu	Managing Executive Officer with responsibility for Environment & Safety Dept., Pharma Quality Assurance Dept. and Intellectual Property Dept.	Managing Executive Officer and General Manager of Corporate Research & Development, with responsibility for Intellectual Property Dept.
Hideyuki Sugishita	Managing Executive Officer, Company President of Chemicals & Plastics Company and General Manager of Europe Operational Unit	Managing Executive Officer and General Manager of Production & Technology Div., with responsibility for Environment & Safety Dept.
Ryoji Sugise	Executive Officer with responsibility for Pharmaceuticals Reliability Assurance Dept., Organic Chemistry Research Laboratory and Pharmaceuticals Research Laboratory, Corporate Research & Development	Executive Officer, Technology Officer of Chemicals & Plastics Company

<u>Name</u>	<u>New Assignments</u>	<u>Current Assignments</u>
Tomoki Musumi	Executive Officer and General Manager of General Affairs & Human Resources Office	Executive Officer and General Manager of Human Resources Dept., General Affairs & Human Resources Office
Jun Ueda	Executive Officer and Vice President of Cement & Construction Materials Company	Executive Officer and General Manager of Planning & Control Dept., with responsibility for Construction Materials Div., Cement & Construction Materials Company
Junichi Misumi	Executive Officer and General Manager of Production & Technology Div.	Executive Officer, General Manager of Production Center, Production & Technology Div. and General Manager of Ube Chemical Factory

Reference: New Director Organization (Effective as of April 1, 2011)

1. Directors and Auditors

Position	Name
Chairman of the Board of Directors	Hiroaki Tamura
President and Representative Director	Michio Takeshita
Representative Director	Akinori Furukawa
Director	Kazuhiko Okada
Director	Makoto Umetsu
Director	Yoshiomi Matsumoto
Director	Michitaka Motoda ¹

Position	Name
Auditor (Full-time)	Masaki Kashibe
Auditor (Full-time)	Kazuo Yamanaka ²
Auditor (Full-time)	Keisuke Fujioka
Auditor (Part-time)	Mitsuhiro Fujita ²

¹Yoshiomi Matsumoto and Michitaka Motoda are Outside Directors as defined in Article 2, Paragraph 15 of Japan's Companies Act.

²Kazuo Yamanaka and Mitsuhiro Fujita are Outside Company Auditors as defined in Article 2, Paragraph 16 of the Companies Act.

2. Executive Officers

Position	Name	Assignment	
President, Executive Officer	Michio Takeshita	Group CEO	
Vice President and Executive Officer (Promoted)	Akinori Furukawa	Special Assistant to the President and Group CCO, with responsibility for Group CSR, Ube Industries Central Hospital and General Affairs & Human Resources Office	
Senior Managing Executive Officer	Yuzuru Yamamoto	Company President of Machinery & Metal Products Company	
Managing Executive Officer (Promoted)	Charunya Phichitkul	General Manager of Asia Operational Unit, Chemicals & Plastics Company, with responsibility for Thai Synthetic Rubbers Co., Ltd. and Ube Chemicals (Asia) Public Co., Ltd.	
	Makoto Umetsu	With responsibility for Environment & Safety Dept., Pharma Quality Assurance Dept. and Intellectual Property Dept.	
	Hideyuki Sugishita	Company President of Chemicals & Plastics Company and General Manager of Europe Operational Unit	
	Shinobu Watanabe	Company President of Specialty Chemicals & Products Company	
	Nobuyuki Taenaka	General Manager of Pharmaceutical Div.	
	Takanobu Kubota	General Manager of Procurement & Logistics Div., with responsibility for Logistics Efficiency Improvement Project and Ube Corporate Service Dept.	
	Tadashi Matsunami	Company President of Cement & Construction Materials Company and General Manager of Cement Dept.	
(Promoted)	Masayuki Kinouchi	General Manager of Corporate Research & Development	
Executive Officer	Ryoji Sugise	With responsibility for Pharmaceuticals Reliability Assurance Dept., Organic Chemistry Research Laboratory and Pharmaceuticals Research Laboratory, Corporate Research & Development	
	Tomoki Musumi	General Manager of General Affairs & Human Resources Office	
	Shinji Ohara	Technology Officer of Specialty Chemicals & Products Company	
	Jun Ueda	Vice President of Cement & Construction Materials Company	
	Eiichi Itoguchi	General Manager of Energy & Environment Div.	
	Masanori Hirai	General Manager of Production & Technology Div., Cement & Construction Materials Company and General Manager of Material Recycle Div.	
	Junichi Misumi	General Manager of Production & Technology Div.	
	Masato Izumihara	Group CFO and General Manager of Corporate Planning & Administration Office, with responsibility for Ube Group Shared Service Center	
	(Newly appointed)	Tsuyoshi Sato	With responsibility for Group Company Dept., Construction Materials Div. and Resources & Products Div., Cement & Construction Materials Company
	(Newly appointed)	Etsuo Matsunaga	General Manager of Production Center, Production & Technology Div. and General Manager of Ube Chemical Factory
(Newly appointed)	Tokuhisa Okada	President and Representative Director of Ube Machinery Corporation Ltd. and General Manager of Machinery Div., Machinery & Metal Products Company	
(Newly appointed)	Masahiko Nojima	Business Operation Officer of Chemicals & Plastics Company and General Manager of Planning & Administration Dept.	