

(This notice has been translated from the original notice in Japanese. In the event of any discrepancy, the original notice in Japanese shall prevail.)

March 25, 2011

Name of Company: Sanshin Electronics, Co., Ltd.

Representative: Mitsumasa Matsunaga (President)

(Code No. 8150 Listed in the First Section of the Tokyo Stock Exchange)

Enquiries to: Keiji Nishio (Director)

(Tel: 03-3453-5111)

For Immediate Release:

Notice Regarding Introduction of Executive Officer System

We would like to hereby inform you that our Company has passed a resolution regarding the introduction of the Executive Officer System as follows.

Details

1. Reason for the Introduction of the System

The decision to introduce the Executive Officer System was made for the purpose of improving flexibility in the execution of business duties and improving clarity in job responsibilities.

2. Outline of the System

(1) Term of office of Executive Officers shall be one year.

(2) Appointment, reappointment, and discharge of Executive Officers shall be done by the Board of Directors.

3. Timing of Introduction of the System

April 1, 2011

4. Appointment of Executive Officers

The appointment of Executive Officers effective April 1, 2011 shall be as follows. (In the order of precedence following our Company's organization)

New post title	Name	Old post title
Vice President, Deputy Manager of Second Electronic Device Unit	Yasuhiko Ohashi	Deputy Manager of Second Electronic Device Unit

New post title	Name	Old post title
Vice President, Deputy Manager of Eastern Japan Sales Division	Yasuhiko Ota	Deputy Manager of Eastern Japan Sales Division
Vice President, Deputy Manager of Western Japan Sales Division	Ritsuo Kamon	Deputy Manager of Western Japan Sales Division
Vice President, Deputy Manager of International Operation Division	Fumihide Kitamura	Deputy Manager of International Operation Division