

October 1, 2009

To whom it may concern:

Company name: Asahi Holdings, Inc.  
Representative: Mitsuharu Terayama, CEO  
(Code No.: 5857, First Section of the Tokyo Stock Exchange)  
Please contact: Tomoya Higashiura, Director,  
Corporate Development & Administration Division  
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### Notice of Personnel Change

Asahi Holdings, Inc. is pleased to announce the following personnel change in Asahi Holdings Group.

#### 1. Personnel Change (Effective October 1, 2009)

Name	New position	Previous position
Hirohisa YAMAGUCHI	Asahi Holdings, Inc. General Manager, Planning & Communications Department of Corporate Development & Administration Division Asahi Pretec Corp. General Manager, Planning Department; Precious Metal Sales Department of Administration Division	—