

For Immediate Release

Company name: Alps Electric Co., Ltd
 President: Masataka Kataoka
 (Code 6770, TSE 1st Section)
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Announcement of Changes in Management Representatives

The Board of Directors of Alps Electric Co., Ltd, at its meeting held on April 27, 2012, has decided a plan for changes to its management.

These changes are subject to approval at the Shareholders Meeting, scheduled on June 22, 2012, and shall take effect immediately thereafter.

Changes in Management Representatives :

Name	New Title	Current Title
Masataka Kataoka	Chairman	President & CEO
Toshihiro Kuriyama	President & CEO	Managing Director

Alps will increase enterprise value as well as corporate performance by rejuvenation of top management with having two representative directors.

Profile and Career Summary of the new President to be appointed :

Name : Toshihiro Kuriyama
 Date of Birth : April 25th, 1957
 Business : Apr. 1980 Joined Alps Electric Co., Ltd.
 Jun. 2004 Director
 Jun. 2011 Managing Director

Shareholdings in Alps 6,963 Shares