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News Release Dated: November 21, 2014

To whom it may concern:

Company Name: ASKUL Corporation
(Code No.: 2678, Tokyo Stock Exchange First Section)
Representative: Shoichiro Iwata
President and Chief Executive Officer
Contact Person: Tsuguhiro Tamai
Executive Officer, Finance & Corporate Communication Unit
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Appointment of Executive Officer and Changes to Another Officer's Duties

ASKUL Corporation (hereinafter referred to as the "Company") hereby announces the appointment of the executive officer listed below and the changes to another executive officer's duty as of November 21, 2014.

The Company's Executive Officer Regulations stipulate the officers' term of office, as a rule, to be one year of the accounting period (from May 21 to May 20 of the following year), and therefore the following executive officer's term of office will be through May 20, 2015.

1. Appointment of executive officer

As of November 21, 2014

Name	Duties
Hironori Koshimizu	Executive Officer; Executive Officer of LOHACO Publicity and Sales Promotoin Unit, B-to-C Company

2. Changes to the duties of executive officer

As of November 21, 2014

Name	New duties	Previous duties
Teruki Tomomasa	Executive Officer; Executive Officer of Quality Management Unit	Executive Officer; Chairman and Representative Director of Bizex Corporation (secondment)