

February 6, 2013

To whom it may concern

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Notice of changes of management

Please be advised that the Board of Directors of Kubota Corporation (“the Company”) resolved at the Board of Directors’ Meeting held on February 6, 2013 to change Executive Officers on April 1, 2013 as follows.

1) Candidates for new Executive Officers < Date of assuming office: April 1, 2013 >

<u>Name</u>	<u>Current responsibility</u>
Kazuhiro Kimura	General Manager of Electronic Equipped Machinery Planning and Sales Promotion Dept.
Dai Watanabe	Engaging in operation of Kubota Europe S.A.S.
Haruyuki Yoshida	General Manager of Farm & Industrial Machinery Planning and Control Dept.

2) Retirement of Executive Officers (Expiration of the term of office) < Date of retirement: March 31, 2012 >

<u>Name</u>	<u>After retirement (Date of assuming office: April 1, 2013)</u>
Takeshi Torigoe	Chairman of Kubota Systems Inc.
Katsuyuki Iwana	Advisor of the Company
Tetsu Fukui	Chairman of Kubota Construction Co., Ltd.
Masakazu Tanaka	Chairman of Kubota Farm & Industrial Machinery Service, Ltd.

3) Change of title of Executive Officers < Date of change: April 1, 2013 >

<u>Name</u>	<u>Current title</u>	<u>New title</u>
Toshihiro Kubo	Director and Managing Executive Officer	Director and Senior Managing Executive Officer
Shinji Sasaki	Executive Officer	Managing Executive Officer
Yuichi Kitao	Executive Officer	Managing Executive Officer

< Cautionary Statements with Respect to Forward-Looking Statements >

This document may contain forward-looking statements that are based on management’s expectations, estimates, projections and assumptions. These statements are not guarantees of future performance and involve certain risks and uncertainties, which are difficult to predict. Therefore, actual future results may differ materially from what is forecast in forward-looking statements due to a variety of factors, including, without limitation: general economic conditions in the Company's markets, particularly government agricultural policies, levels of capital expenditures, both in public and private sectors, foreign currency exchange rates, the occurrence of natural disasters, continued competitive pricing pressures in the marketplace, as well as the Company's ability to continue to gain acceptance of its products.

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