

February 7, 2014

FOR IMMEDIATE RELEASE

KUBOTA Corporation

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Notice of changes of management

Kubota Corporation (“the Company”) has resolved at the Meeting of Board of Directors held on February 7, 2014 to change Representative Directors and Executive Officers to be effective from April 1, 2014 and to propose the following persons as candidates for the Board of Directors at the 124th Ordinary General Meeting of Shareholders to be held in late June 2014 as follows.

1) Changes of Representative Directors < Date of assuming office: April 1, 2014 (to be scheduled) >

<u>Name</u>	<u>New title</u>	<u>Current title</u>
Masatoshi Kimata	Representative Director and Executive Vice President	Director and Senior Managing Executive Officer
Tetsuji Tomita	Director	Representative Director and Executive Vice President

2) Changes of Title of Executive Officers < Date of change: April 1, 2014 (to be scheduled) >

<u>Name</u>	<u>New title</u>	<u>Current title</u>
Shigeru Kimura	Director and Senior Managing Executive Officer	Director and Managing Executive Officer
Kenshiro Ogawa	Senior Managing Executive Officer	Managing Executive Officer
Hiroshi Matsuki	Managing Executive Officer	Executive Officer
Kunio Suwa	Managing Executive Officer	Executive Officer
Toshihiko Kurosawa	Managing Executive Officer	Executive Officer
Hiroshi Kawakami	Managing Executive Officer	Executive Officer

3) Candidates for New Executive Officers < Date of change: April 1, 2014 (to be scheduled) >

<u>Name</u>	<u>Current responsibility</u>
Takao Shomura	General Manager of Tsukuba Plant
Yuji Tomiyama	General Manager of Vehicle Base Technology Engineering Dept.
Kazunari Shimokawa	General Manager of Construction Machinery Planning & Sales Promotion Dept.
Mutsuo Uchida	General Manager of Pipe Systems Business Unit
Nobuyuki Ishii	General Manager of Engine Planning & Sales Promotion Dept.

4) Retirement of Executive Officers (Expiration of the term of office)

< Date of retirement: March 31, 2014 (to be scheduled) >

<u>Name</u>	<u>After retirement (Date of assuming office: April 1, 2014)</u>
Tetsuji Tomita	
Satoru Sakamoto	
Nobuyuki Toshikuni	Advisor
Satoshi Machida	President of Kubota Seiki Corporation
Masaharu Tabata	President of Kubota-C.I. Co., Ltd.
Takashi Uei	President of Kubota China Holdings Co.,Ltd., President of Kubota Environmental Engineering(SHANGHAI)Co.,Ltd.

5) Candidates for the Board of Directors < Date of assuming office: late June 2014 (to be scheduled) >

<u>Name</u>	<u>Current title</u>
Yasuo Masumoto	Representative Director, Chairman, President & CEO
Masatoshi Kimata	Director and Senior Managing Executive Officer (To be Representative Director and Executive Vice President as of April 1, 2014)
Toshihiro Kubo	Director and Senior Managing Executive Officer
Shigeru Kimura	Director and Managing Executive Officer (To be Director and Senior Managing Executive Officer as of April 1, 2014)
Kenshiro Ogawa	Managing Executive Officer (New nomination for Director, To be Senior Managing Executive Officer as of April 1, 2014)
Yuichi Kitao	Managing Executive Officer (New nomination for Director)
Yukitoshi Funo	Senior Advisor to the Board of Toyota Motor Corporation, Former Executive Vice President Member of the Board of Toyota Motor Corporation (New nomination for Outside Director)
Yuzuru Matsuda	Advisor of Kyowa Hakko Kirin Co., Ltd. Former Executive Director of the Board, President and Chief Executive Officer of Kyowa Hakko Kirin Co., Ltd. (New nomination for Outside Director)

6) Retirement of Directors (Expiration of the term of office)

< Date of retirement: late June 2014 (to be scheduled) >

<u>Name</u>	<u>After retirement</u>
Tetsuji Tomita	Advisor
Satoru Sakamoto	Audit & Supervisory Board Member
Yuzuru Mizuno	Honorable Associate
Junichi Sato	Honorable Associate

< 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.