

February 10, 2009

To whom it may concern

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## **Notice of Reforming Management Systems**

Please be advised that the Board of Directors of Kubota Corporation (“the Company”) resolved at the Board of Directors’ Meeting held on February 10, 2009 to reform management systems: Introducing the Corporate Officer System; reducing the numbers of Board of Directors; reorganizing consolidated division of the parent company; and establishing the strategic planning committees to enhance competence of R&D, quality control and manufacturing. Details are as follows:

### **1. Introducing the Corporate Officer System**

The Company will introduce the Corporate Officer System and appoint 26 corporate officers on April 1, 2009 in order that the Company intends to agilely adapt to business environment and improve management efficiency by reinforcing strategic decision-making function of Board of Directors and operational function of business activities by President and Corporate Officers.

### **2. Reducing members of Board of Directors**

The Company will nominate 6 persons for board members out of incumbent 24 members of Board of Directors at the Ordinary General Meeting of Shareholders to be held on June 2009 in order to promote strategic decision-making by Board of Directors more agilely.

### **3. Appointing outside director**

The Company will propose to appoint outside director at the Ordinary General Meeting of Shareholders to be held on June 2009 in order to improve supervisory function of Board of Directors.

### **4. Reorganizing consolidated divisions of the parent company**

The Company reviewed present 2 consolidated divisions of the parent company; “ Farm & Industrial Machinery Consolidated Division” and ;”Water, Environment & Infrastructure Consolidated Division” from a viewpoint of market segment, and will reorganize these 2 consolidated divisions into 3 consolidated divisions; “ Farm & Industrial Machinery Consolidated Division”; ” Water & Environment Systems Consolidated Division” and; ”Social Infrastructure Consolidated Division” on April 1, 2009.

#### (1) Farm & Industrial Machinery Consolidated Division

This consolidated division promotes “soil and agriculture” related business with farm equipment, engines, construction machinery and other related products.

#### (2) Water & Environment Systems Consolidated Division

This consolidated division promotes “water and environment engineering” related business with pipe systems, water & sewage treatment systems, pumps and other related products.

#### (3) Social Infrastructure Consolidated Division

This consolidated division promotes “social infrastructure development” related business with industrial castings, air-conditioning equipment, vending machine and other related products.

## 5. Establishing the strategic planning committees related to R&D

The Company will establish “Research & Development Strategy Committee” and “Quality Assurance & Manufacturing Strategy Committee” on April 1, 2009 in order to enhance underlying competence of R&D, quality control and manufacturing. President will assume the offices of chairman of these committees.

### (1) Research & Development Strategy Committee

This committee will assume the rolls of enhancing corporate capabilities for promoting strategic R&D through evaluating and consulting R&D themes and considering and proposing proactive R&D activities.

### (2) Quality Assurance & Manufacturing Strategy Committee

This committee will assume the rolls of enhancing manufacturing capability proactively through discussing and supervising direction of manufacturing technology and production management technology, technological issues and their countermeasures.

List of Corporate Officers (Date of assuming offices: April 1, 2009)

	Title of Corporate Officers	Name	New post	Present post
	President & CEO, Member of the Board	Yasuo Masumoto		
Farm & Industrial Machinery Consolidated Division	Executive Managing Director, Member of the Board	Tetsuji Tomita	General Manager of Farm & Industrial Machinery Consolidated Division and International Operations Headquarters in Farm & Industrial Machinery Consolidated Division	General Manager of Farm & Industrial Machinery Consolidated Division and International Operations Headquarters in Farm & Industrial Machinery Consolidated Division, President of Kubota Tractor Corporation
	Managing Director	Morimitsu Katayama	General Manager of Manufacturing Headquarters in Farm & Industrial Machinery Consolidated Division and Sakai Plant, In charge of Quality Assurance & Manufacturing Promotion Dept.	same as on the left
	Managing Director	Nobuyuki Toshikuni	General Manager of R&D Headquarters in Farm & Industrial Machinery Consolidated Division	General Manager of Tractor Division
	Managing Director	Masatoshi Kimata	Deputy General Manager of Farm & Industrial Machinery Consolidated Division, General Manager of Sales Headquarters in Farm & Industrial Machinery Consolidated Division	Deputy General Manager of Sales Headquarters in Farm & Industrial Machinery Consolidated Division
	Managing Director	Nobuyo Shioji	General Manager of Construction Machinery Division	same as on the left
	Director	Takashi Yoshii	President of Kubota Manufacturing of America Corporation	same as on the left
	Director	Kenshiro Ogawa	General Manager of Tsukuba Plant and Production Engineering Center of Emission in Manufacturing Headquarters in Farm & Industrial Machinery Consolidated Division	same as on the left
	Director	Satoshi Iida	President of Kubota Tractor Corporation	President of Kubota Europe S.A.S
	Director	Katsuyuki Iwana	General Manager of Related Products Division	same as on the left
	Director	Masakazu Tanaka	General Manager of Farm Machinery Division	same as on the left
	Director	Shinji Sasaki	General Manager of Engine Division	General Manger of Engineering Dept. in Engine Division
Director	Yuichi Kitao	General Manager of Tractor Division	General Manger of Tractor Engineering Dept. in Tractor Division	

Water & Environment Systems Consolidated Division	Executive Managing Director, Member of the Board	Hirokazu Nara	General Manager of Water & Environment Systems Consolidated Division	In charge of Corporate Planning & Control Dept. and Finance & Accounting Dept.
	Managing Director	Hideki Iwabu	General Manager of Water Engineering & Solution Division, Water & Sewage Engineering Business Unit, Membrane Systems Business Unit and Membrane Systems Business Coordination Dept.	General Manager of Water & Sewage Engineering Division, In charge of Tokyo Head Office
	Director	Kohkichi Uji	General Manager of Pipe Systems Division and Ductile Iron Pipe Business Unit	General Manager of Ductile Iron Pipe Division
	Director	Toshihiro Kubo	Deputy General Manager of Water & Environment Systems Consolidated Division, General Manager of Water & Environment Systems, Social Infrastructure Business Promotion Headquarters and Water & Environment Systems, Social Infrastructure Production Control Dept.	General Manager of Coordination Dept. in Water, Environment & Infrastructure Consolidated Division and Production Control Headquarters in Water, Environment & Infrastructure Consolidated Division
Social Infrastructure Consolidated Division	Managing Director	Takeshi Torigoe	General Manager of Social Infrastructure Consolidated Division, Materials Division and Steel Castings Business Unit	Deputy General Manager of Water, Environment & Infrastructure Consolidated Division, General Manager of Steel Castings Division
	Director	Yujiro Kimura	General Manager of Electronic Equipped Machinery Division	same as on the left
	Director	Hiroshi Matsuki	General Manager of Steel Pipe Division	General Manager of Secretary & Public Relations Dept.
Corporate Staff Section	Executive Managing Director	Eisaku Shinohara	In charge of Research & Development Planning & Promotion Dept. and Environmental Protection Dept.	General Manager of R&D Headquarters in Farm & Industrial Machinery Consolidated Division, In charge of Research & Development Planning & Promotion Dept. and Environmental Equipment R&D Center
	Managing Director	Masayoshi Kitaoka	In charge of Personnel Dept., Secretary & Public Relations Dept., General Affairs Dept. and Tokyo Administration Dept., General Manager of Head Office	In charge of Personnel Dept. and Health & Safety Planning & Promotion Dept., General Manager of Head Office
	Managing Director, Member of the Board	Satoru Sakamoto	In charge of Corporate Planning & Control Dept. and Finance & Accounting Dept.	General Manager of Air Condition Equipment Division, President of Kubota Air Conditioner, Ltd.
	Director	Tetsu Fukui	General Manager of Environmental Equipment R&D Center and Environmental Consolidated Technology Dept.	same as on the left
	Director	Shigeru Kimura	In charge of Corporate Planning & Control Dept. (Assistant), General Manager of Finance & Accounting Dept.	General Manager of Finance & Accounting Dept.
	Director	Taichi Itoh	General Manager of Health & Safety Planning & Promotion Dept.	same as on the left
	Director	Kunio Suwa	General Manager of CSR Planning & Coordination Headquarters	General Manager of Corporate Compliance Headquarters

**< 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, 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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