

December 16, 2010

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 December 16, 2010 to change the titles of Directors as follows;

1) Changes in the titles of Directors

<u>Name</u>	<u>New Title</u>	<u>Current Title</u>
Yasuo Masumoto	Representative Director, Chairman, President & CEO	Representative Director, President & CEO
Daisuke Hatakake	Director and Executive Advisor	Chairman of the Board of Directors
Moriya Hayashi	Director	Vice Chairman of the Board of Directors

Date of assuming office: January 1, 2011

< 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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