



(Translation)

November 18, 2010

Dear Sirs,

Name of the Company: Shiseido Company, Limited

Name of the Representative: Shinzo Maeda
President & CEO
(Representative Director)

(Code No. 4911; The First Section of the Tokyo Stock Exchange)

Further inquiries: Yukihiro Saito
General Manager of Public
Relations Department
(Tel: 03 - 3572 - 5111)

Notice of Change in personnel of Corporate Officer

Effective November 18, 2010, Shiseido Co., Ltd. implements change in personnel of Corporate Officer as follows.

Description

Name	New Title	Current Title
Toru Sakai	Corporate Officer Responsible for Production, Purchasing and Logistics [General Manager of Logistics Department]	Corporate Officer Responsible for Production, Purchasing and Logistics

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