



## News Release

**FOR IMMEDIATE RELEASE**

### **Elpida Memory Announces Senior Management Personnel Changes**

**TOKYO, JAPAN, August 17, 2009** – Elpida Memory, Inc. (Tokyo: 6665), Japan's leading global supplier of Dynamic Random Access Memory (DRAM), today announced the following senior management personnel and organizational changes effective immediately.

The changes are as follows:

1. Takehiro Fukuda will move from the position of Chief Financial Officer (CFO) to become the Executive Officer in charge of financial/treasury operations in the Finance & Accounting Office as well as External Relations that include Investor Relations and Public Relations. The new CFO will be Yasuo Shirai, newly hired from the outside. Also, Mr. Shirai will assume management of the IP & Legal Department.
2. Chief Operating Officer Shuichi Otsuka will take charge of the newly created Emerging Market Project, which has responsibility for exploring new business and new applications. In connection with this change, President & Chief Executive Officer Yukio Sakamoto will become the new Head of the DRAM Business Unit.
3. Takao Adachi, Chief Technology Officer (CTO), will also assume the position of Taiwan Alliance Coordinator to handle the upcoming new phase of operations concerning Taiwan.
4. The name of the New Business Unit has been changed to New Technology Development Unit. Also, Hiroshima Plant Manager Hiroaki Akiyama will take over management of the Foundry Business Division to help strengthen cooperation between manufacturing lines.
5. The Business Development Office has been discontinued and its functions have been merged with the A&M Office.

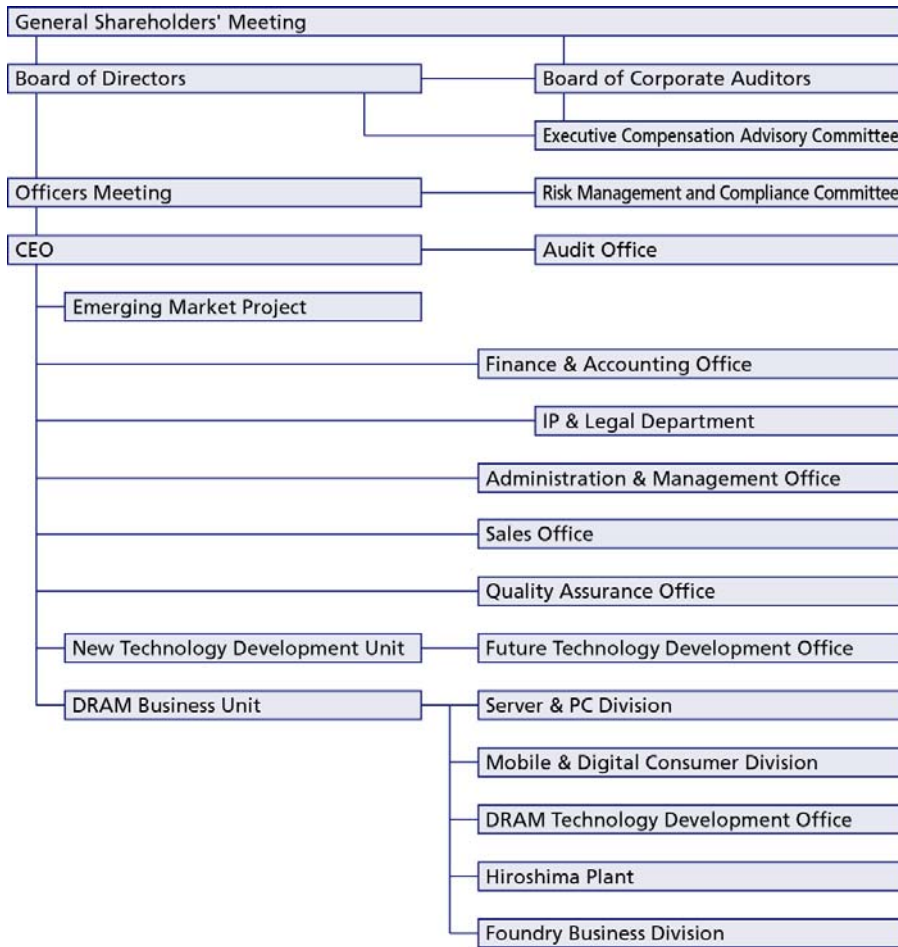
*-more-*

*Note: Personnel changes are underlined in the table below.*

<b>Name</b>	<b>New Appointment</b>	<b>Former Position</b>
Yukio Sakamoto	President & Chief Executive Officer (CEO) – <u>Head of DRAM Business Unit</u>	President & Chief Executive Officer (CEO) – <u>In charge of IP and Legal Department</u>
Shuichi Otsuka	Chief Operating Officer (COO) – <u>In charge of Emerging Market Project</u>	Chief Operating Officer (COO) – <u>Head of DRAM Business Unit</u>
Yasuo Shirai	<u>Chief Financial Officer (CFO)</u> – <u>In charge of Finance &amp; Accounting Office and the IP &amp; Legal Department</u>	—
Takehiro Fukuda	<u>Executive Officer, Finance &amp; Accounting Office</u> – <u>Global head of Treasury</u> – <u>Responsible for External Relations</u>	<u>Chief Financial Officer (CFO)</u> – <u>In charge of Finance &amp; Accounting Office and Corporate Communications Group</u>
Toshiaki Hagiwara	Chief Administrative Officer(CAO) – In charge of Administration & Management Office and Risk Management Group	Chief Administrative Officer(CAO) – In charge of Administration & Management Office, Risk Management Group <u>and Business Development Office</u>
Oliver Chang	Chief Sales Officer (CSO)	Chief Sales Officer (CSO), <u>DRAM Business Unit</u>
Takao Adachi	Chief Technology Officer (CTO, <u>New Technology Development Unit</u> ) – <u>Head of New Technology Development Unit</u> – In charge of Future Technology Development Office – <u>Taiwan Alliance Coordinator</u>	Chief Technology Officer (CTO, <u>New Business Unit</u> ) – <u>Head of New Business Unit</u> , – In charge of Future Technology Development Office <u>and Foundry Business Div.</u>
Hiroaki Akiyama	Executive Officer, DRAM Business Unit – Hiroshima Plant Manager – <u>Foundry Business Div.</u>	Executive Officer, DRAM Business Unit – Hiroshima Plant Manager

*-more-*

## <New Organization>



(August 17, 2009)

## About Elpida

Elpida Memory, Inc. (Tokyo: 6665) is a leading manufacturer of Dynamic Random Access Memory (DRAM) integrated circuits. The company's design, manufacturing and sales operations are backed by world class technological expertise. Its 300mm manufacturing facilities, consisting of its Hiroshima Plant and a Taiwan-based joint venture, Rexchip Electronics, utilize the most advanced manufacturing technologies available. Elpida's portfolio features such characteristics as high-density, high-speed, low power and small packaging profiles. The company provides DRAM solutions across a wide range of applications, including high-end servers, mobile phones and digital consumer electronics. More information can be found at <http://www.elpida.com>.

*Information in this news release is current as of the timing of the release, but may be revised later without notice.*

### Elpida Press Contact:

Hiroshi Tsuboi  
Elpida Memory, Inc. (Japan)  
Tel: +81-3-3281-1648  
E-mail: [press@elpida.com](mailto:press@elpida.com)

-###-