

July 31, 2007

To Whom It May Concern,

Company Name: BB Net corp.
 Stock Code: 2318
 Representative: Hiroki Hideshima
 President & CEO
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 Corporate Administrative Division
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Notice Regarding Organization and Personnel Changes

The following organizational and personnel changes have been resolved, taking effect as of August 1 2007.

1. Organizational Changes

- Chief Operating Officer (COO) directly supervises Alliance Support Depart and Investment Division.
- Dissolbe Corporate Administrative Division and establish Administrative Division, where Corporate Finance & Accounting Department, Corporate Planning Department, and Human Resources and General Affairs Department are located. Administrative Division, Information System Center, and subsidiaries such as Yusei Nishi Kyushu Seika Co., Ltd. , BB Net Finance Corporation, and BB Net IT Staff Inc. are supervised by Chief Financial Officer (CFO).
- Bakery and Confectionery Shop Support Division is dissolved.

2. Personnel Changes

New Titles	Name	Former Titles
Representative Director CEO	Hiroki Hideshima	Representative Director CEO & COO
Representative Director COO	Eiji Tanaka	Representative Director In charge of Alliance Support Business
Representative Director CFO Division Manager of Administrative Division General Manager of Human Resources and General Affairs Department	Kazuki Suenaga	Representative Director Executive Vice President
Director Executive Corporate Officer Division Manager of Alliance Services Division General Manager of AS Sales Department I General Manager of AS Sales Department II General Manager of Alliance Support Department	Kyosuke Maeda	Director Executive Corporate Officer Division Manager of Alliance Services Division General Manager of AS Sales Department I General Manager of AS Sales Department II General Manager of Wintegrator Sales Department General Manager of Alliance Support Department
Director, Senior Corporate Officer, Division Manager of Investment Division Deputy Division Manager of Administrative Division	Yutaka Nishio	Director, Senior Corporate Officer, Administrator of Group Executive Management, Division Manager of Investment Division
Director Senior Corporate Officer General Manager of Corporate Planning Department, Administrative Division	Yasuhisa Okubata	Director Senior Corporate Officer Division Manager of Corporate Administrative Division General Manager of IR Department

Corporate Officer General Manager of Corporate Finance and Accounting Department Administrative Division	Shinji Suzuki	Corporate Officer General Manager of Corporate Finance and Accounting Department Corporate Administrative Division
Corporate Officer Director and Executive Deputy President, BB Net Finance Corporation	Takumi Kawamura	Director, BB Net Finance Corporation
Corporate Officer General Manager of Investment Department I, Investment Division	Shinsaku Miyagi	General Manager of Investment Department I, Investment Division
Senior Manager of Human Resources and General Affairs Department	Takahide Kawabata	General Manager of Corporate Planning Department, Corporate Administrative Division
Senior Manager of Human Resources and General Affairs Department	Yasuhiro Takamatsu	General Manager of Human Resources and General Affairs Department

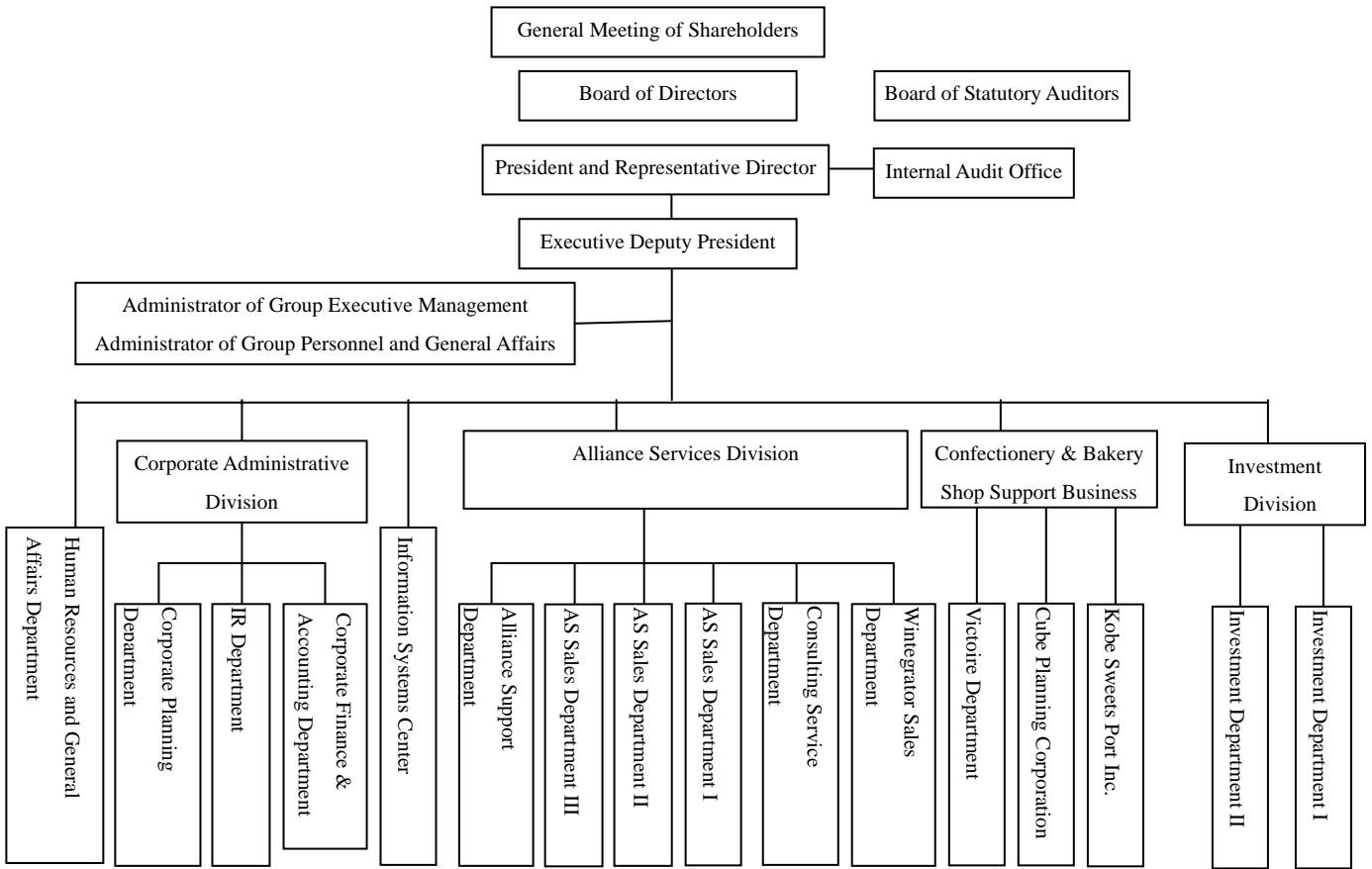
3. Reasons for Organizational and Personnel Changes

In progressing BB Net Group's (the "Group") business model "System & Investment", the Alliance Services Division in charge of system business, the core business, and Investment Division in charge of liquidation of investment securities are directly supervised by COO. CFO on the other hand supervises re-organized administrative Division, Information System Center, and subsidiaries to establish more effective management organization.

Bakery and Confectionery Shop Support Division is dissolved according to Company's business selection and concentration.

(References)

<Previous Organization>



<New Organization From August 1>

