



Coca-Cola West Japan Company, Limited

To whom it may concern

January 28, 2003

Company name: Coca-Cola West Japan Company, Limited (CCWJ)
Representative director: Norio Sueyoshi, President & CEO
(Stock code No. 2579, listed on the Tokyo Stock Exchange
(First Section), the Osaka Securities Exchange (First Section),
and the Fukuoka Stock Exchange)
Contact for inquiry: Ryuji Nakagawa, Corporate Officer and Manager of the
Human Resource Dept.
(Tel.: +81-92- 641-8583)

Announcement of Organizational Changes and Personnel Reassignments

We are pleased to announce that the following changes will take effect as of February 1, 2003, in our organization, responsibilities and offices of executive and operating officers, and personnel assignments:

1. Outline of organizational changes:

- (1) A unit for promoting corporate ethics will be newly created, and the corporate ethics-related operations performed currently by the General Affairs Dept. will be transferred to this unit.
- (2) A Secretary Office will be newly created, and the operations currently performed by the Secretary Section of the General Affairs Dept. will be transferred to this office.
- (3) The Environmental Measures Office will be renamed the Environmental Promotion Office.
- (4) A Total Reform Promotion Office will be newly created to promote the medium-term management plan.
- (5) General Affairs and Human Resource Dept.
 - 1) The Partnership Promotion Dept. will be abolished, and instead a Manager for Promoting Partnership, who will be in charge of labor-related matters in general, will be newly placed in the General Affairs and Human Resource Dept. The operations currently performed by the Partnership Dept. will be transferred to the Human Resource Dept.
 - 2) The Purchase Section of the General Affairs Dept. will be upgraded to the Purchase Dept.



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(6) Management Control Dept.

- 1) A Manager for Systems Promotion, responsible for reforming operational processes, will be newly placed in the Management Control Dept.
- 2) The Management Planning Dept. and Subsidiary Dept. will be consolidated and renamed the Planning Dept.
- 3) The operations performed by the Information System Dept., ERP System Dept., and Operational System Dept. will be consolidated into a newly created Business Systems Dept.
- 4) An SCM Promotion Dept. will be newly created to take charge of production, distribution, and inventory planning-related operations.

(7) Sales Planning Dept.

- 1) A Manager for CS Promotion, responsible for the operations regarding CS promotion, will be placed in the Sales Planning Dept.
- 2) A Sales Office Operational Improvement Dept. will be newly created to speed up the improvement of the operations in district sales offices.
- 3) The CS Promotion Dept. and Sales Distribution Dept. will be abolished and their operations transferred to the Sales Planning Dept.
- 4) A manager will be placed in the Sales Planning Dept. who will be responsible for general control of facilities and operations in the newly-defined Hiroshima district.

(8) Vending Business Dept.

- 1) A Vending Planning Dept. will be newly created to take charge of the operations for overall control of vending business-related planning and sales equipment.
- 2) A Vending Sales Promotion Dept. will be newly created to oversee all the sales depts. The sales depts. responsible for various districts will comprise:
 - Okayama Sales Dept., Hiroshima Sales Dept., San-In Sales Dept., Yamaguchi and Kita-Kyushu Sales Dept., Fukuoka Sales Dept., and Saga and Nagasaki Sales Depts.
 - Consequently, the Fukuyama Sales Dept. and Chikuho-Chikugo Sales Dept. will be abolished.
- 3) A Vending Corporate Sales Dept. will be newly created to take charge of the vending-related sales and market development activities aimed at large corporations and specific accounts.

(9) Chain Store Sales Dept.

- 1) A Chain Store Planning Dept. will be newly created to take charge of the operations regarding supermarket-related planning.
- 2) A Chain Store Account Sales Dept. will be newly created to take charge of the sales activities aimed at supermarket-related specific accounts.
- 3) Sales Depts. I and II will be newly created to oversee the district offices responsible for their respective districts.

(10) Convenience Store and Retail Sales Dept.

- 1) A Convenience Store and Retail Sales Control Dept. will be newly created to take charge of convenience stores and general mass merchandising channels.



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- 2) A Convenience Store and Retail Account Sales Dept. will be newly created to take charge of the sales activities aimed at specific accounts related to convenience stores and general mass merchandising stores.

(11) Food Services Sales Control Dept.

- 1) A Food Services Sales Control Dept. will be newly created to oversee food market channels centering on dispensers.
- 2) A Food Services Planning Dept. will be newly created to take charge of the operations regarding food markets-related planning.
- 3) A Food Services Account Sales Dept. will be newly created to take charge of the sales activities aimed at specific accounts related to food services.
- 4) A Food Services Sales Dept. will be newly created to oversee the sales offices responsible for their respective districts.

(12) Agent Sales Dept.

- 1) An Agent Sales Dept. will be newly created to oversee the sales agents.

(13) Miscellaneous

- 1) A Manager for Special Projects will be newly created.
- 2) The titles of the heads of the distribution, telephone, and equipment services centers will be changed from Chiefs of Section to Chiefs of Center.

2. Changes in the responsibilities and posts of executive officers, etc.

	Name	New	Current
Executive Vice President	Yasumasa Niimi	Assistant to the President (responsible for compliance and special projects)	Responsible for Public Relations Office and Environmental Measures Office, Chief Financial Officer
Executive Vice President	Haruhiro Nishiyama	Assistant to the President (responsible for sales and external matters)	Chief Marketing Officer
Executive Corporate Officer	Kouichi Morii	Responsible for the Total Reform Promotion Committee	Manager, Chain Store Sales Control Dept.
Executive Corporate Officer	Masazumi Gotoh	President of West Japan Customer Services Co., Ltd.	Responsible for the Quality Assurance Office, Chief Production Officer
Senior Corporate Officer	Nobuo Shibata	Manager, General Affairs and Human Resource Dept.	Chief General Affairs and Human Resource Officer, and concurrently Manager, General Affairs Dept.



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Senior Corporate Officer	Junji Katsura	Manager, Food Services Sales Control Dept.	Assistant Chief Marketing Officer for Special Assignments
Senior Corporate Officer	Tadatsugu Harada	Manager, Management Control Dept.	Chief Systems Officer
Senior Corporate Officer	Yuji Yamasaki	President of Cola-Cola West Japan Vending Co., Ltd.	Assistant Chief Marketing Officer for Special Assignments
Corporate Officer	Sohtaroh Akatsuka	Manager, Convenience Store and Retailer Sales Dept.	Manager, Operations Dept.
Corporate Officer	Masayuki Yamasaki	Project Manager	Manager, Subsidiary Management Dept.
Corporate Officer	Masuo Miyake	Manager, Agent Sales Dept	Sales Manager, Saga and Nagasaki District
Corporate Officer	Tatsuhiko Ike	Manager, Chain Store Management Dept.	Sales Manager, Territory Wide Operations
Corporate Officer	Toshinori Seto	Manager for Partnership Promotion, General Affairs and Human Resource Dept.	Manager, Partnership Promotion Dept.
Corporate Officer	Hayao Ogawa	Manager for CS, General Affairs and Human Resource Dept.	Sales Manager, Okayama District
Corporate Officer	Masami Nomiyama	Manager, Vending Sales Promotion Dept.	Sales Manager, Hiroshima District
Special Management Officer	Kouichi Watanabe	Manager, Sales Services Dept. and concurrently, Chief, Equipment Services Center	Manager, Sales Services Dept. and concurrently, Chief, Equipment Services Center

3. Reassignments among manager-level executives

Name	New	Current
Shoichiro Aitani	Manager, Secretary Office	Chief, Secretary Section
Kazunori Shikajima	Manager, Environmental Promotion Dept.	Manager, Environmental Measures Office
Hideki Tachibana	Manager, Total Reform Promotion Office	Assistant Manager, Medium-Term Management Project Secretariat
Shuichi Nonaka	Manager, General Affairs Dept.	Manager, General Affairs Dept., West Japan Beverage Co., Ltd.
Yoshi Yamamura	Manager, Purchase Dept.	President, Coca-Cola West Japan Vending Co., Ltd.
Yasuyuki Akai	Manager for System Promotion, Management Control Dept.	Manager, Operation Systems Dept.
Yuichi Takeda	Manager, Planning Dept.	Manager, Management Planning Dept. and concurrently, Chief, Planning Section
Naotake Tokieda	Manager, Business Systems Dept.	Manager, Information Systems Dept.
Hisamitsu Nonaka	Manager, SCM Promotion Dept.	Vice President, LOGICOM Japan Co., Ltd.
Makoto Yanase	Manager, Sales Office Operational Improvement Dept.	Manager, Subsidiary Management Dept.
Toshio Fukami	Manager, Sales Planning Dept.	Manager, Sales and Distribution Dept., and concurrently, Chief, Hiroshima Delivery Center
Yasutsugu Nakajima	Manager for Controlling Newly-Defined Hiroshima District, Sales Planning Dept., and concurrently, Chief, Hiroshima Delivery Center	Manager, CS Promotion Dept.
Takeo Okazaki	Manager, Operations Dept.	Manager for Special Assignments, Operations Dept.
Yoshinori Yuda	Manager for Sales Services, Sales Services Dept., and concurrently, Chief, Fukuoka Telephone Center	Manager Responsible for Sales Services, Sales Services Dept.; Chief, Fukuoka Telephone Center
Tomoharu Ouhata	Manager, Vending Planning Dept.	Manager for Full Services, Vending Business Dept.
Susumu Miyoshi	Manager, Vending Corporate Sales Dept.	Manager, Market Development Dept.



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Hidenori Ishibashi	Sales Manager, Okayama District	Sales Manager, San-In District
Takanori Wareari	Sales Manager, Hiroshima District	Sales Manager, Fukuyama District
Takanori Morishima	Sales Manager, San-In District	Assistant Sales Manager, San-In District
Shigeyuki Mizuta	Sales Manager, Yamaguchi and Kita-Kyushu District	Assistant Sales Manager, Hiroshima District
Kakashi Himeno	Sales Manager, Saga and Nagasaki District	Sales Manager, Chikugo-Chikugo District
Kiichi Okazaki	Manager, Chain Store Planning Dept	Assistant Manager for Account Management, Chain Store Sales Control Dept.
Norimasa Yoshioka	Manager, Chain Store Account Sales Dept.	Manager for Sales Promotion, Chain Store Sales Control Dept.
Mitsutoku Muraoka	Manager, Sales Dept. I, Chain Store Sales Control Dept.	Assistant Manager for Account Management, Chain Store Sales Control Dept.
Kiyotoshi Masubuchi	Manager, Sales Dept. II, Chain Store Sales Control Dept.	Assistant Manager for Category Management, Chain Store Sales Control Dept.
Akira Yamauchi	Manager, Convenience Store and Retailer Account Sales Dept.	Manager, Market Development Dept.
Yoshimoto Asahara	Manager, Food Services Planning Dept.	Manager, Sales Planning Dept.
Takao Noda	Manager, Food Services Account Sales Dept.	Assistant Manager for Food Services, Territory Wide Operations Dept.
Toshihiko Suetsugu	Manager, Food Services Sales Dept.	Manager, Dispenser Fukuoka Sales Office