



Coca-Cola West Japan Company, Limited

December 16, 2005

Company name: Coca-Cola West Japan Company, Limited
Representative: Norio Sueyoshi, Representative Director, President and CEO
Stock code: No. 2579, listed on the Tokyo Stock Exchange (First Section),
Osaka Securities Exchange (First Section), and Fukuoka Stock
Exchange
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Announcement of organizational changes and personnel reassignments
Coca-Cola West Japan Group

We are pleased to announce that the following organizational changes and personnel reshuffles including those of executive officers will take place at the Coca-Cola West Japan (CCWJ) Group as of January 1, 2006:

- I. Outline of the organizational changes
1. Coca-Cola West Japan Company, Ltd.
 - (1) Sawayaka Training Center:
 - The operations of the Sawayaka Training Center will be placed under the control of the Coca-Cola West Japan University.
 - (2) Reform-from-Within Promotion Office:
 - The Reform-from-Within Promotion Office will be abolished and its operations will be consolidated into a newly created Corporate Planning Department.
 - (3) General Affairs Division:

From the current Administration Division will be detached the operations relating to general affairs, HR, purchasing, the Group Mutual Benefit Association, and partner relationship, creating a new General Affairs Division.

 1. The Group Mutual Benefit Association Secretariat, now a part of Human Resources Department, will be upgraded to a department-level organization.
 2. The operations of the Purchase Department will be transferred to the General Affairs Department, and the Purchase Department will be abolished.
 3. The operations of the Partner Relationship Department will be transferred to the General Affairs Division, and the Partner Relationship Department will be abolished.



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(4) Administration Division:

1. The IR-related operations of the Public Relations Office will be transferred to a newly created Office of Investor Relations.
2. Corporate Planning Department will be created newly to take charge of the operations for planning and promoting business plans for the entire CCWJ Group and the operations relating to specific or special projects. The existing Planning Department will be abolished.

(5) Business Systems Division:

1. The CRM Promoting Department will be renamed as CRM System Department.
*CRM (Customer Relationship Management) refers to a concept, or general mechanism to implement that concept, designed to increase customer retention rate by consolidating information relating to contacts and dealings with customers gathered from various sales channels (including retail stores, direct sales, agents, telephones, and the Internet), thus optimizing our response to individual customers.

(6) Sales Headquarters:

- Sales Headquarters will be created newly as an organization to control the corporate-wide sales activities. To be placed under the Sales Headquarters are Sales Office Support Department (to be created), Marketing Planning Division, Chain Store Sales Division, Food Service Sales Division, Market Development Division, and the six Branches (Okayama, Hiroshima, San'in, Yamaguchi/Kita-Kyushu, Fukuoka, and Saga/Nagasaki).
1. Sales Office Support Department will be created newly as a cross-functional caravan organization to maximize such field support capabilities as OEP promotion, system utilization, and time management.
*OEP (Operation Effectiveness Project) refers to a project to define vending machine-related activities in numerical terms and use the numbers in improving efficiencies.

(7) Marketing Planning Division:

1. The Sales Reform-from-Within Promotion Department will be abolished after its operations are divided and transferred to the Sales Office Support Department and the Marketing Planning Department.

(8) Retail/Vending Sales Division:

- The Retail/Vending Sales Division will be abolished after its operations are divided and transferred to the Marketing Planning Division, the Market Development Division, and each Branch.

(9) Chain Store Sales Division:

1. An RGM Promoting Department will be created newly to take charge of the operations relating to the planning of chain store business strategies and the reform of chain store business structures.
*RGM (Revenue Growth Management) refers to efforts "to achieve continuous growth in both sales and profits in collaboration with customers by providing high value to customers", an eternal challenge for the global Coca-Cola system.
2. The existing Branches(Chain Store Chugoku Branch and Chain Store Kyushu Branch) will be abolished to establish quicker decision-making processes.



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2. Coca-Cola West Japan Vending Company, Ltd.
 - (1) Management Control Department
 - The Control Department and the Corporate Planning Department will be consolidated into a Management Control Department.

3. Coca-Cola West Japan Customer Service Company, Ltd.
 - (1) Sales Equipment Management Division
 - The Distribution Department and the Maintenance Service Division will be put together to create a Sales Equipment Management Division.

4. Coca-Cola West Japan Logistics Company, Ltd.
 - (1) Management Control Department
 - The General Affairs/HR Department and the Management Control Department will be put together to create a Management Control Department.

*There will be no organizational changes for Nishinon Beverages Co., Ltd., Coca-Cola West Japan Products Co., Ltd., Nichibe Co., Ltd., TakaMasamune Co., Ltd., and West Japan Service Co., Ltd.



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II. Appointment and reassignment of corporate officers and other managers (effective January 1, 2006)

1. Appointment of corporate officers

Name	New	Current
Hidenori Ishibashi	Corporate Officer Manager, Okayama Branch.	Special Management Officer Manager, Okayama Branch.
Yasunori Morishima	Corporate Officer Manager, San'in Branch.	Special Management Officer Manager, San'in Branch.
Toshio Fukami	Corporate Officer Marketing Planning Division Manager and concurrently Marketing Planning Dept Manager.	Marketing Planning Dept. Manager.
Yoshikazu Okazaki	Corporate Officer Food Service Sales Division Manager.	Chain Store Sales Promoting Dept. Manager.

2. Reassignment of corporate officers

Name	New	Current
Tadatsugu Harada	Executive Vice President Assistant to President (responsible for sales, business systems, and SCM) and concurrently General Manager, Sales Headquarters	Executive Vice President Assistant to President (responsible for sales, business systems, and SCM)
Kouichi Morii	Executive Vice President Assistant to President (responsible for public relations, CCWJ University, CSR, general affairs, and administration)	Executive Vice President Assistant to President (responsible for administration departments) and concurrently, CSR Division Manager and Manager, Public Relations Office
Hijiri Morita	Executive Corporate Officer Administration Division Manager, and concurrently Corporate Planning Dept Manager.	Executive Corporate Officer Administration Division Manager.
Shinji Oda	Senior Corporate Officer CSR Division Manager.	Group Senior Corporate Officer President and Representative Director, West Japan Service Co. and concurrently Manager, General Affairs Dept. and OA Equipment Sales Dept.
Mitsuo Isobe	Senior Corporate Officer SCM Division Manager and concurrently, SCM Planning Dept. Manager.	Senior Corporate Officer SCM Division Manager.
Masami Nomiyama	Senior Corporate Officer Market Development Division Manager.	Senior Corporate Officer Retail/Vending Sales Division Manager.



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Tatsuhiko Ike	Senior Corporate Officer Yamaguchi/Kita-Kyushu Branch Manager.	Senior Corporate Officer Market Development Division Manager.
Toshinori Seto	Corporate Officer Manager, Partner Relationship, General Affairs Division.	Corporate Officer Partner Relationship Dept. Manager.
Kazuaki Hisamatsu	Corporate Officer Manager, Office of Investor Relations	Corporate Officer Manager, Reform-from-Within Promotion Office
Hayao Ogawa	Corporate Officer Assistant to General Manager, Sales Headquarters	Corporate Officer Manager, Agent Sales Dept.
Shigejiro Sato	Corporate Officer Business Systems Division Manager and concurrently CRM System Dept. Manager	Corporate Officer Business Systems Division Manager.
Naotake Tokieda	Corporate Officer General Affairs Division Manager.	Corporate Officer Manager, General Affairs Dept.
Yoshiaki Hamasaki	Corporate Officer Saga/Nagasaki Branch Manager.	Group Corporate Officer Director and Senior Corporate Officer, Coca-Cola West Japan Vending Co.

3. Reassignment of Group corporate officers

Name	New	Current
Junji Katsura	Group Senior Corporate Officer President and Representative Director, Cola-Cola West Japan Vending Co.	Senior Corporate Officer Food Services Sales Division Manager.
Yukio Sako	Group Senior Corporate Officer Vice President and Director, Nishinihon Beverages Co.	Senior Corporate Officer Marketing Planning Division Manager.
Masayuki Yamasaki	Group Corporate Officer Director and Plant Manager (scheduled), Daisen Beverage Co.	Corporate Officer Manager, SCM Planning Dept.
Tsuneo Fukuda	Group Corporate Officer Director, Corporate Officer, and Hongo Plant Manager, Coca-Cola West Japan Products Co.	Group Corporate Officer Director, Corporate Officer, and Kiyama Plant Manager, Coca-Cola West Japan Products Co.

4. Reassignment of special management officers

Name	New	Current
Shoichi Takata	Special Management Officer Manager responsible for time management as Assistant to General Manager, Sales Headquarters	Special Management Officer Retail/Vending Sales Promoting Dept. Manager
Yuichi Takeda	Special Management Officer Manager, Human Resource system, General Affairs Division.	Special Management Officer Planning Dept. Manager
Yoshinori Nakamura	Special Management Officer Manager, Coca-Cola West Japan University Dept.	Special Management Officer Manager, Sawayaka Training Center

5. Reassignment of Group special management officer

Name	New	Current
Yasunori Muraoka	Group Special Management Officer President and Representative Director, concurrently Manager, General Affairs Dept., and Manager, OA Equipment Sales Dept.	Group Special Management Officer Manager, Coca-Cola West Japan University Dept.

6. Reassignment of chief officers

Name	New	Current
Masazumi Goto	Chief Officer President and Representative Director, Coca-Cola West Japan Customer Service Co.	Group Senior Corporate Officer President and Representative Director, Coca-Cola West Japan Customer Service Co.
Yuji Yamasaki	Chief Officer Manager responsible for special mission as Assistant to General Manager, Sales Headquarters	Chief Officer President and Representative Director, Coca-Cola West Japan Vending Co.



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III. Reassignment of department managers

1. Coca-Cola West Japan Company, Ltd.

Name	New	Current
Masahiro Takase	Manager, Public Relations Office	Manager, Sales Reform-from-Within Promotion Dept.
Yasunori Koga	General Affairs Dept. Manager	HR Section Manager
Shuichi Nonaka	Secretary General, Group Mutual Benefit Association	Purchase Dept. Manager
Mitsunobu Sakaguchi	Sales Office Support Dept. Manager	Manager responsible for promoting time management, Retail/Vending Sales Division
Kiyotoshi Fuchigami	Chain Store Sales Promoting Dept. Manager	Manager responsible for promoting time management, Chain Store Sales Division
Shinichi Kusaba	RGM Promoting Dept. Manager	Chain Store Kyusyu Branch Manager
Akira Okamoto	Food Service Sales Promoting Dept. Manager	Deputy Manager, Food Service Sales Promoting Dept. and concurrently Manager, Food Service Sales Promoting Section
Takanori Gau	Manager, Retail and Vending Account Sales Dept.	Saga/Nagasaki Branch Manager.
Shigeyuki Mizuta	Manager, Agent Sales Dept.	Yamaguchi/Kita-Kyushu Branch Manager.

2. Nishinnihon Beverages Company, Ltd.

Name	New	Current
Hideaki Baba	Assistant to President and concurrently Manager, FV Division	Manager, Sales Planning Dept. and concurrently Manager, FV Division
Minoru Hirano	Manager, Sales Planning Dept.	Chugoku Branch Manager.
Setsuo Kimura	Manager, OCS Division	Manager responsible for equipment management, Sales Planning Dept.
Takatoshi Nakada	Chugoku Branch Manager.	Manager, Hiroshima-Nishi Sales Office.

3. Coca-Cola West Japan Products Company, Ltd.

Name	New	Current
Hisao Kurose	Kiyama Plant Manager	Deputy Manager, Kiyama Plant



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4. Coca-Cola West Japan Vending Company, Ltd.

Name	New	Current
Syousou Yamauchi	Manager, Management Control Dept.	Manager, Management Planning Dept.

5. Coca-Cola West Japan Customer Service Company, Ltd.

Name	New	Current
Takeshi Kawasaki	Sales Equipment Management Division Manager	Maintenance Division Manager

6. Coca-Cola West Japan Logistics Company, Ltd.

Name	New	Current
Nobuyuki Matsuo	Manager, Management Control Dept.	General Affairs/HR Dept. Manager
Koji Nakashima	Sales Dept. Manager	Chugoku District, Sales Department Manager

7. Nichibe Company, Ltd.

Name	New	Current
Noriharu Tokuyasu	Coffee Roasting Plant Manager	Deputy Manager, Almond Plant, concurrently Manager, Quality Control Section, and concurrently Deputy Manager, Coffee Roasting Plant

8. Other appointment

Name	New	Current
Toshiro Suzuki	Seconded to Ichimura's Nature School in Kyushu, a specified nonprofit organization	Manager responsible for sales planning, Sales Planning Dept., Nishinohon Beverages Co.

IV. Organizational charts

- The organizational charts attached below are those of the following companies whose organizations will be changed this time:
 1. Coca-Cola West Japan Co., Ltd.
 2. Coca-Cola West Japan Vending Co., Ltd.
 3. Coca-Cola West Japan Customer Service Co., Ltd.
 4. Coca-Cola West Japan Logistics Co., Ltd.