

May 25, 2010

Company Name: Fuji Electric Holdings Co., Ltd.
Representative: Michihiro Kitazawa, President and Representative Director
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Notice of Change in Company Name and Partial Revision to the Articles of Incorporation

At a meeting convened today, the Board of Directors of Fuji Electric Holdings Co., Ltd. (the “Company”), resolved to change the Company’s name and partially revise its Articles of Incorporation, subject to approval at the 134th Ordinary Meeting of Shareholders, scheduled for June 24, 2010.

1. Reasons for changes

The principal measures of the medium-term management plan for the period from fiscal 2009 to fiscal 2011 of the Fuji Electric Holdings Group (the “Group”) are to concentrate its business in the field of “energy and the environment,” enhance its solutions business and expand global business.

To concentrate management resources on business in the field of “energy and the environment,” the Company needs to restructure its organization to pursue synergies from the standpoint of overall optimization. As a specific manifestation of this view, the Group has begun preparations for a merger between the Company and wholly owned subsidiary Fuji Electric Systems Co., Ltd., which recently has played a central role in business involving “energy and the environment.”

To facilitate flexible and dynamic operations following the reorganization of the Group’s management structure, the article of the current Articles of Incorporation that pertains to business purpose is to be revised to enable the Company itself to conduct businesses that were previously handled by its subsidiary, and the Company’s name is to be changed accordingly. For these reasons, revisions are proposed to Article 1 (Name) and Article 2 (Purpose) of the current Articles of Incorporation.

Furthermore, the new establishment of Supplementary Provisions is proposed to make April 1, 2011, the effective date of the changes in Article 1.

2. Change in company name

- (1) New company name: FUJI ELECTRIC CO., LTD.
- (2) Effective date of change: April 1, 2011

3. Partial revisions to the Articles of Incorporation

- (1) Content of changes

Changes to the Articles to Incorporation are as follows.

(Revised portions are underlined.)

Prior to Revision	Revised
<p>(Name) Article 1 The name of the Company is <u>FUJI ELECTRIC HOLDINGS CO., LTD.</u></p> <p>(Purpose) Article 2 The business purposes of the Company shall be to undertake the following activities:</p> <p>(1) <u>Overall control and management of business activities performed by corporations engaging in the businesses listed below and foreign corporations engaging in the businesses corresponding thereto, through possession of shares or equities thereof:</u></p> <p>(a) Design, manufacture, sales, maintenance, inspection, repair, modification, operation and management of electrical devices, machinery, equipment, and components for power generation, transmission, distribution and industrial use; measuring instruments; information and communication devices and equipment; electronic applications, chemical and medical devices and equipment; electronic components and devices; memory devices; electrical devices and equipment for use in the office, service and commercial purpose; as well as equipment and apparatuses used to manufacture all the foregoing equipment and devices.</p> <p>(b) Software services.</p> <p>(c) Information provision and processing services.</p> <p>(d) Utility (electricity, gas and heat) supply services.</p> <p>(e) <u>Electrical works; civil works; construction works; piping works; installation of devices and equipment; electric/telecommunication construction works; engineering businesses for waterworks, fire fighting facilities and disposal facilities.</u></p>	<p>(Name) Article 1 The name of the Company is <u>FUJI ELECTRIC CO., LTD.</u></p> <p>(Purpose) Article 2 The business purposes of the Company shall be to undertake the following activities:</p> <p>(Deleted)</p> <p>(1) Design, manufacture, sales, maintenance, inspection, repair, modification, operation and management of electrical devices, machinery, equipment, and components for power generation, transmission, distribution and industrial use; measuring instruments; information and communication devices and equipment; electronic applications, chemical and medical devices and equipment; electronic components and devices; memory devices; electrical devices and equipment for use in the office, service and commercial purpose; as well as equipment and apparatuses used to manufacture all the foregoing equipment and devices.</p> <p>(2) Software services.</p> <p>(3) Information provision and processing services.</p> <p>(4) Utility (electricity, gas, <u>heat and water</u>) supply services.</p> <p>(5) <u>Design, supervision and contracting of construction works.</u></p>

Prior to Revision	Revised
<p><u>(f)</u> Warehousing; motor truck transportation services; freight forwarding handling services; packaging services; property insurance agency services; insurance agency services based on the Automobile Liability Security Law; life insurance solicitation services; general travel agency services; real estate agency services; sales of office equipment, consumer daily goods and food and beverages; management of lodging facilities; certified in-home services for the elderly and/or disabled persons by service providers based on the Long-term Care Insurance Law; printing, plate-making, binding, copying and publishing services; personnel staffing services and fee-based employment agency services; outsourcing businesses including personnel, administrative, financial, accounting and factoring services; total lease businesses; loan and investment of money and financial services; and management of architect offices.</p> <p><u>(g)</u> Investigation, research and development, consulting and intellectual property rights acquisition, management and licensing, pertaining to items <u>(a)</u> to <u>(f)</u> above.</p> <p><u>(h)</u> All business activities related to items <u>(a)</u> to <u>(g)</u> above.</p>	<p><u>(6)</u> Warehousing; motor truck transportation services; freight forwarding handling services; packaging services; property insurance agency services; insurance agency services based on the Automobile Liability Security Law; life insurance solicitation services; general travel agency services; real estate agency services; <u>real estate leasing and management services</u>; sales of office equipment, consumer daily goods and food and beverages; management of lodging facilities; certified in-home services for the elderly and/or disabled persons by service providers based on the Long-term Care Insurance Law; printing, plate-making, binding, copying and publishing services; personnel staffing services and fee-based employment agency services; outsourcing businesses including personnel, administrative, financial, accounting and factoring services; total lease businesses; loan and investment of money and financial services; and management of architect offices.</p> <p><u>(7)</u> Investigation, research and development, consulting and intellectual property rights acquisition, management and licensing, pertaining to items <u>(1)</u> to <u>(6)</u> above.</p> <p><u>(8)</u> <u>By owning shares or equity in overseas companies that conduct business activities in or equivalent to those indicated in items (1) to (7) above, control and supervision of the business activities of these companies.</u></p>
<p><u>(2) Investigation, research and development, consulting and intellectual property rights acquisition, management and licensing related to the preceding item (1).</u></p> <p><u>(3) Lease and management of real estate.</u></p> <p><u>(4) Other business activities relating to any of the foregoing items.</u></p> <p>(Newly established)</p>	<p>(Deleted)</p> <p>(Deleted)</p> <p><u>(9) Other business activities relating to any of the foregoing items.</u></p> <p><u>Supplementary Provisions</u> <u>Article 1 The changes to Article 1 shall go into effect on April 1, 2011.</u> <u>Article 2 These supplementary provisions shall be deleted after the above article goes into effect.</u></p>

(2) Schedule

Scheduled convocation of the Ordinary General Meeting of Shareholders: June 24, 2010

Expected effective date of changes to the Articles of Incorporation: June 24, 2010

(The provision concerning the change of company name, however, is to go into effect on April 1, 2011.)