

April 3, 2008

Company Name: HOYA CORPORATION
Representative: Hiroshi Suzuki
President and CEO
(Code: 7741, the First Section of
the Tokyo Stock Exchange)
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Announcement of Change of Executive Officer

In a meeting of the Board of Directors on March 28, 2008, HOYA CORPORATION appointed a new executive officer, based on the decision of the Company's Nominating Committee. The details are as follow.

Effective date: April 10, 2008 (scheduled)

Name	Current Position	New Position
Hiroshi Hamada Date of Birth: May 30, 1959	Managing Partner, Revamp Corporation	Executive Officer Chief Operating Officer (COO)

1. Biography of Hiroshi Hamada

- April 1982: Joined Yamashita Shinnihon Steamship Co., Ltd. (currently Mitsui O.S.K. Lines, Ltd.)
- March 1987: American Life Insurance Company (Tokyo), an AIG company
- November 1992: Clarke Consulting Group (California, U.S.A)
- January 1995: Dell Computer Japan K.K. (currently Dell Japan Inc.)
- August 2000: President and Representative Director, Dell Japan Inc., Vice President, Dell Inc. (U.S.A)
- May 2006: Managing Partner, Revamp Corporation (current position)

Vice Chairperson, Committee on Educational Reforms, Japan Association of Corporate Executives (current position)

Hiroshi Hamada will retire from Managing Partner of Revamp Corporation as of April 9, 2008, in order to assume the Executive Officer of HOYA CORPORATION.

2. Reason of the Change

To strengthen management by assisting President & CEO, Hiroshi Suzuki together with other incumbent executives in a phase of the expansion of operations of HOYA CORPORATION.

3. Executive Officers of HOYA CORPORATION after Hiroshi Hamada assumed the position will consist of the following:

Executive Officers

President & CEO	Hiroshi Suzuki
Chief Operating Officer	Hiroshi Hamada (Newly Appointed)
Chief Financial Officer	Kenji Ema
Chief Technology Officer	Hiroaki Tanji