



May 20, 2010

Shin-Etsu Chemical Co., Ltd.
6-1 Ohtemachi 2-chome
Chiyoda-ku, Tokyo
Chihiro Kanagawa
Representative Director/
President
(Code No. 4063)

Contact:
Ken Nakamura
Director/General Manager,
Public Relations Dept.
TEL: (03) 3246-5091

Notice of Personnel Matter Regarding Chairman and President

Shin-Etsu Chemical Co., Ltd. (the "Company") hereby announces that, at the meeting of the board of directors held today, it decided the following matter relating to changes affecting its representative directors.

1. Nature of Change

Name	New Position	Former Position
Mr. Chihiro Kanagawa	Representative Director/ Chairman	Representative Director/ President
Mr. Shunzo Mori	Representative Director/ President	Representative Director/ Executive Vice President

2. Reason for Change

The Company intends to further strengthen its business, as managed by Mr. Kanagawa up to now, and will strive to continue its progress.

The Company's corporate group is extending its profits while solidifying its foundations in its major business areas, and, at the same time, is working to develop new areas of business. We have grown our PVC business, primarily through our U.S. subsidiary Shintech Inc. We have expanded our semiconductor silicon business through large capital investments, while always keeping our eye on the future of this rapidly-changing market. The Company's expansion also incorporates the strength of our other unique products, such as silicone resins, synthetic quartz, rare earth magnets, cellulose derivatives, and photoresists.

The Company will strive to meet its important business goals of increasing sales in developing markets, beginning with China, and contributing to the improvement of the earth's environment.

In this way, the Company will expand its business goals, and it will be necessary to expand our business on a global basis beyond what we have done up to now. The Company will strive to maintain the continued increase in its value by moving ahead with these efforts even further.

3. Planned Date of Change

The Company plans to formally decide this matter at the meeting of board of directors which follows the end of the regular meeting of shareholders scheduled for June 29, 2010.

4. Background of New Chairman and President

Please see attached

Background of New Chairman:

Name: Mr. Chihiro Kanagawa

Date of Birth: March 15, 1926

Education: Graduate, University of Tokyo, Legal Department, Political Science Section

Professional Background:

February 1962	Joined the Company
December 1970	General Manager, International Division
January 1975	Director
August 1976	Managing Director
March 1978	President, Shintech, Inc. (current position)
January 1979	Senior Managing Director
August 1983	Representative Director/Executive Vice President
August 1990	Representative Director/President (current position)
June 2010	Representative Director/Chairman (planned)

Background of New President:

Name: Mr. Shunzo Mori

Date of Birth: June 27, 1937

Education: Graduate, Niigata University, Engineering Department, Mechanical Engineering Section

Professional Background:

September 1963	Joined the Company
May 1985	Director, Shin-Etsu Engineering, Inc.
May 1988	Managing Director, Shin-Etsu Engineering, Inc.
January 1992	General Manager, Takefu Plant
June 1992	Director
June 1996	Managing Director
	General Manager, Electronic Materials Department (current position)
June 1998	Senior Managing Director
November 2001	Director in Charge of General Affairs (current position)
June 2002	Director in Charge of Personnel Matters (current position)
July 2007	Representative Director/Senior Managing Director
June 2009	Representative Director/Executive Vice President (current position)
June 2010	Representative Director/President (planned)