



March 30, 2011

For Immediate Release

Investment Corporation:
BLife Investment Corporation
7th Floor, Nissei Nagatacho Building
2-4-8 Nagatacho, Chiyoda-ku, Tokyo
Michio Taki, Executive Director
(Code Number: 8984)

Asset Manager:
Daiwa House Morimoto Asset Management Co., Ltd.
Takeshi Fujita, CEO & President

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Notice Concerning Personnel Changes at the Asset Manager

Daiwa House Morimoto Asset Management Co., Ltd., the asset manager to which BLife Investment Corporation ("BLife") entrusts the management of its assets, announces personnel changes. The details are outlined below.

Personnel Changes (Effective on April 1, 2011)

- (1) New
Compliance Officer: Masafumi Hiratsuka
- (2) Former
Compliance Officer: Takaaki Takagi

The notification and other procedures required by the Financial Instruments and Exchange Act, Act on Investment Trusts and Investment Corporations or other applicable laws and regulations will be performed promptly for this matter.

This English language notice is a translation of the Japanese language notice issued on the same day and was prepared solely for the convenience of, and reference by, overseas investors. BLife makes no warranties as to its accuracy or completeness.

Attachment

Career summary	
April, 1982	Joined The Hokkaido Takushoku Bank, Ltd., Sapporo-Higashi Branch
November, 1998	Senior Manager of Corporate Business Group, Nishi-Koyama Branch of The Chuo Trust and Banking Co., Ltd.
April, 2000	Deputy General Manager of Tsutsujigaoka Branch, The Chuo Mitsui Trust and Banking Co., Ltd.
January, 2005	General Manager of Otsu Branch of The Chuo Mitsui Trust and Banking Co., Ltd.
August, 2007	Chief Internal Auditor of Branch Audit Group, Internal Audit Department of The Chuo Mitsui Trust and Banking Co., Ltd.
October, 2009	Deputy General Manager of Administration Group, Chuo Mitsui Guarantee Co., Ltd. as an employee from The Chuo Mitsui Trust and Banking Co., Ltd.
November, 2009	Deputy General Manager of Administration Group, as an employee of Chuo Mitsui Guarantee Co., Ltd.
November, 2010	Senior Credit Supervisor of Credit Supervision Department III of Chuo Mitsui Guarantee Co., Ltd.
April, 2011	Compliance Officer of Daiwa House Morimoto Asset Management Co., Ltd. as an employee from Chuo Mitsui Guarantee Co., Ltd.

* This press release is to be distributed to the Kabuto Club (the press club of the Tokyo Stock Exchange); the Ministry of Land, Infrastructure, Transport and Tourism Press Club; and the Ministry of Land, Infrastructure, Transport and Tourism Press Club for Construction Publications.

* URL of the BLife's website: <http://www.blife-reit.co.jp/eng/>