

FOR IMMEDIATE RELEASE

**Five Analysis Functions, Including Multivariate Analysis, Available Free of Charge  
 Announcing Launch of Original Tabulation Software “Quick-CROSS3 PLUS”**

March 2, 2010  
 MACROMILL, INC.  
 (Code No.: 3730, First Section of Tokyo Stock Exchange)

MACROMILL, INC. (Head office: Minato-ku, Tokyo; Representative, Tetsuya Sugimoto, Chairman and President) has developed a new version of its original tabulation software provided free to members and is launching “Quick-CROSS3 PLUS” with five different analysis functions including multivariate analysis\* on March 2, 2010.

**\*Multivariate analysis...Analysis technique that identifies relationships between variables.**

“Quick-CROSS” is Macromill’s proprietary tabulation software that can perform tasks such as cross-tabulation and automatic output of brief survey reports simply and instantaneously. Since Macromill began providing the software free of charge as an additional online research service in May 2003, the software has gone through several upgrades and proven very popular.

The features of the newly launched “Quick-CROSS3 PLUS” software are as follows.

**(i) Five analysis functions, including multivariate analysis, provided free of charge**

“Quick-CROSS3 PLUS” has five different analysis functions, enabling clear-cut analysis of complexly interrelated factors according to the marketing issue at hand. This makes it easy for users of Macromill’s online research services to perform sophisticated analysis on their own computers free of charge upon completion of the research.

**(ii) Produces analysis data output with just one click**

With previous statistical analysis/data analysis software, it was necessary to input data import settings and suchlike before starting the analysis. “Quick-CROSS3 PLUS” provides analysis output in Excel format simply and instantaneously, without the trouble of complicated settings. The produced output is designed to be so user friendly and beautifully presented that it can be pasted “as is” into survey reports.

**(iii) Backed up by strong support system including dedicated helpline and business trip study meetings**

In the past, users of sophisticated analysis tools for performing multivariate analysis and suchlike were limited, as specialist software knowledge was required and the software was expensive. Macromill will try to create an environment in which marketing staff with very little previous experience of using analysis software are able to use such software without difficulty. Besides setting up a Quick-CROSS dedicated helpline, Macromill also plans to provide business trip study meetings to interested companies.



## ■ “Quick-CROSS3 PLUS” Five analysis functions

The five analysis functions that are now available free of charge with the upgraded version of Quick-CROSS are summarized below.

| Function                             | Explanation  | Possible application  |
|--------------------------------------|--|---|
| (i) Factor analysis/cluster analysis | Analysis technique for understanding consumers by numerically expressing and grouping items that are difficult to quantify such as values and character. | <b>For targeting consumers from a psychological perspective</b><br>Allows users to examine measures for different market segments by grouping consumers from a psychological perspective, for example, according to “impulse buying tendency,” “environmental awareness” and “tendency towards consumer passivity.”   |
| (ii) PSM analysis                    | Analysis technique for identifying the “optimum price bracket” based on consumers price sensitivity.   | <b>For pricing newly developed or improved products</b><br>Allows users to extract prices to serve as a benchmark when examining the optimum price for a newly developed product or an improved added-value version of an existing product.   |
| (iii) BSA analysis                   | Analysis technique focussing on gap between expectation and satisfaction and identifying areas for improvement based on the size of the gap.             | <b>For evaluating post-launch response and extracting ideas for new products</b><br>This is useful for evaluating how trial users felt about new products and investigating customer defection in relation to existing products. May be useful for examining the priority of areas for improvement and understanding product strengths and weaknesses.  |
| (iv) Correspondence analysis         | Analysis technique for visualizing similarities and relationships in brand images, etc.  | <b>For understanding positioning in relation to rival products and services</b><br>Mainly used when preparing a brand and image positioning map. Allows users to grasp visually and instinctively the relationships between categories.   |
| (v) CS portfolio analysis            | Method of identifying areas for improvement and strengths based on satisfaction with each component and impact on overall satisfaction                   | <b>Used to identify strengths and areas for improvement in customer satisfaction surveys</b><br>Can be used to investigation satisfaction with products and services. Following analysis, areas for “Priority Maintenance,” “Maintenance,” “Improvement” and “Priority Improvement” are plotted in the four quadrants. Prioritizing is helpful for examining effective measures to raise customer satisfaction. |

\* To perform analysis using the analysis functions, it is necessary to design a suitable questionnaire. Questionnaire design and analysis result reporting services provided by researchers are also available (charged).

Macromill has endeavored to improve the efficiency of computer-aided research processes and developed/provided speedy, easy-to-use net research services in line with its mission of “defying stereotype through quick, low cost, and high quality online research.”

The original free tabulation software “Quick-Cross” has achieved high levels of satisfaction among users, as a tool that dramatically improves the efficiency of the tabulation and output operations following online research.

Through the upgraded version of “Quick Cros”s with its added research analysis functions, Macromill hopes to further enhance the added values of its services and increase customer loyalty.

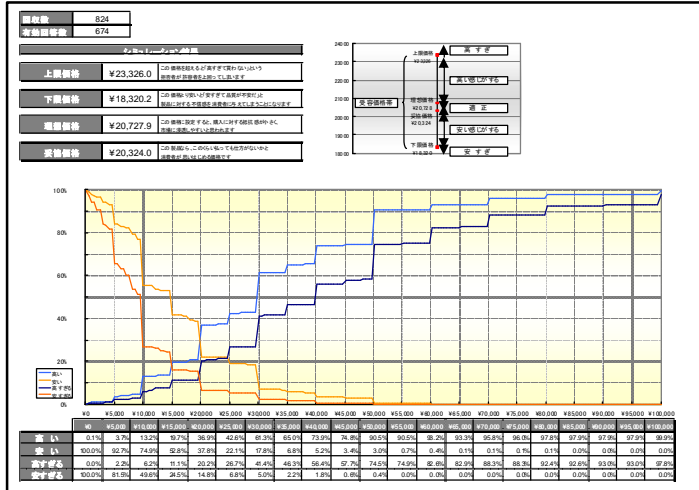
Macromill intends to continue working to enhance the added value of its services and raise customer satisfaction in pursuit of further expansion of its online research business in the future.

■ “Quick-CROSS 3 PLUS” Example of output produced using analysis functions

● Price Sensivity Measurement analysis

Analysis technique for identifying based on consumer’s sense of affordability a price bracket that will serve as basis for examining optimum product price.

PSM analysis: Output image



Output content

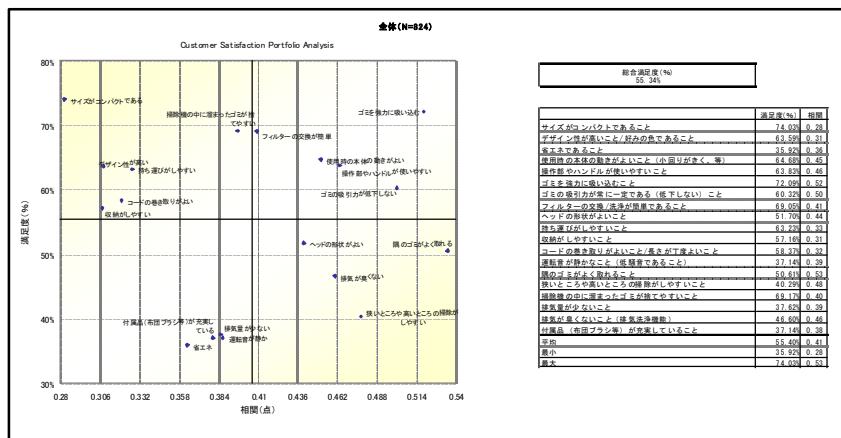
“Maximum price,” “Compromise price,” “Ideal price” and “Minimum price” are calculated, and output with graph is produced.

A price between the minimum price and the maximum price is construed as a valid price.

● CS portfolio analysis

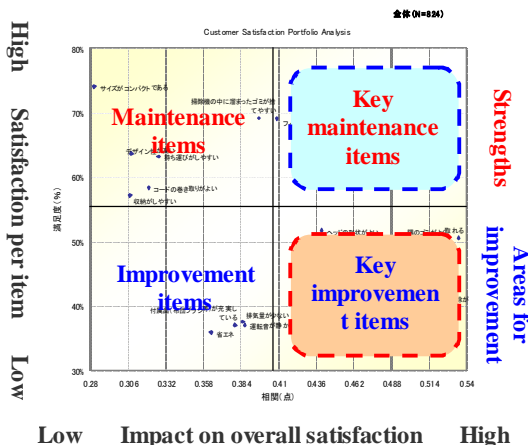
Analysis technique for understanding items for improvement and strengths by measuring “satisfaction per item” of a specific product or service and “impact on overall satisfaction” and plotting results in four quadrants

CS Portfolio Analysis: Output image



Output content

“Satisfaction with each item” and “Impact on overall satisfaction” are calculated and Numerical table and four quadrant map are automatically produced.



On 4 quadrant map, “impact” is represented from left to right and “satisfaction” is represented from bottom to top.

Areas plotted in the top right quadrant are strengths where both impact and satisfaction are high,

Areas plotted in the bottom right quadrant are regarded as “items to be improved” where even though impact is high, satisfaction is low.

**Profile of Macromill, Inc.**

Macromill, Inc. is a leading company in the field of net research, market research services that utilize the Internet. Macromill provides a variety of marketing research services targeting consumers in Japan and overseas, to assist companies with their marketing activities, such as developing products and improving services.

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Head office: ■ 11F Shinagawa East One Tower, 2-16-1 Konan, Minato-ku, Tokyo 〒108-0075  
Website: ■ www.macromill.com  
Established: ■ January 31, 2000  
Capital: ■ ¥930.35 million \*As of September 31, 2009  
Listed exchange: ■ First Section of the Tokyo Stock Exchange (code no.: 3730)  
Representative: ■ Tetsuya Sugimoto, Representative Director and Chairman  
Employees: ■ 301 (includes 8 contract employees) \*As of January 31, 2009  
Group companies: ■ Brand Data Bank, Inc.  
Macromill Warp, Inc.  
Macromill Korea, Inc. (Korea)  
Business operations: ■ 1) Market research utilizing the Internet (net research)  
2) Market research utilizing mobile telephones (mobile research)  
3) Market research targeting consumers in countries around the world (global research)  
4) Consumer purchasing pattern surveys and provision of purchasing pattern data (QPR™)  
5) Provision of the AIRs ASP system specialized for net research  
6) Research planning, design, tallying and analysis services  
7) Other research services (such as qualitative surveys) and marketing-related consulting work

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— **To inquire about the Quick-CROSS3 PLUS service** —

Please contact one of our sales representatives or our dedicated helpline.  
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