



April 19, 2010

For Immediate Release

MACROMILL, INC.
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Consultation on Merger of Macromill, Inc. and Yahoo Japan Value Insight Corporation (a Yahoo Japan Corporation Consolidated Subsidiary) Begins in Earnest

MACROMILL, INC. (the “Company”) is pleased to announce that it has reached a basic agreement with Yahoo Japan Corporation (hereinafter referred to as “Yahoo Japan”) to begin in earnest consultation towards the Company’s merger (hereinafter referred to as “the merger”) with Yahoo Japan’s consolidated subsidiary Yahoo Japan Value Insight Corporation (hereinafter referred to as “YVI”).

the Company, Yahoo Japan and YVI will consult with each other in the coming weeks to determine the details of this matter.

1. Purpose of merger

The Company has been primarily engaged in the business of online marketing research since its foundation in January 2000, was listed on the Mothers Section of the Tokyo Stock Exchange in January 2004, listed on the First Section of the TSE in April 2005, and has since gained the largest share of the Japanese market for online marketing research. In recent years, the Company has expanded into business areas related to online marketing research, partnering Tokyu Agency Inc. in launching the consumer purchasing trace data service QPR™ and acquiring Brand Data Bank, Inc. which analyses relationships between the brands owned by consumers and their attributes and preferences, and has also expanded the global dimension of its business, tapping into overseas marketing research demand by establishing Macromill Korea, Inc.

Yahoo Japan made online marketing research firm Info Plant Co, Ltd into a subsidiary in October 2005, then turned highly reputed research data analysis firm Interscope Co., Ltd. into a subsidiary in February 2007 and merged the two companies to form Yahoo Japan Value Insight Corporation (YVI) in July the same year. Since then Yahoo Japan has continued to expand high value added online marketing research services by combining use of the Yahoo Group’s marketing research panels and the Yahoo Group’s Internet expertise.

Online marketing research, a method hardly ever used in 2000, is now the most commonly used marketing research method, accounting for a 35% share of Japan’s market for ad hoc market research in fiscal 2008, and the market is currently estimated to be worth around 40 billion yen (Source: Japan Marketing Research Association, 34th Business Management Fact-Finding Survey). On the other hand, the economic recession triggered by the global financial crisis that hit in the fall of 2008 temporarily dampened demand for marketing research especially in the advertising industry and manufacturing industry, price competition also intensified and it was crucial to take measures to maintain and improve revenue growth and profitability in the online research.

In these circumstances, the new company that will emerge after the merger (the “new merged company”) will combine the Company’s system building capacity and strong sales force and Yahoo Japan’s research panel assets and YVI’s ability to propose solutions. At the same time, it will integrate client assets, improve the efficiency of business management and enhance sales promotion and other capabilities, leading to further business expansion.

The new merged company will be better able to efficiently provide large volumes of high quality online marketing research and will expand its product line-up, offering a one-stop shop solution for addressing increasingly sophisticated marketing needs. The new company also intends to explore and examine opportunities to develop next-generation online marketing business in collaboration with the Yahoo Group.

2. Profile of new merged company (as of December 31 2009)

(1) Trade name	Macromill, Inc. http://www.macromill.com/	Yahoo Japan Value Insight Corporation http://www.yahoo-vi.co.jp/
(2) Business	<ul style="list-style-type: none"> • Online marketing research (marketing research using online panels) • Mobile marketing research (marketing research by mobile phones) • Global marketing research (international marketing research using online panels) • Consumer buying patterns research and consumer buying data (QPR™) • ASP business based on the proprietary, Internet-driven Automatic Internet Research System (AIRs) • Internet marketing research planning/design and creation of analytical reports • Other research services (qualitative research, etc.) and marketing consulting 	<ul style="list-style-type: none"> • Planning, designing, surveys, data collection, analysis, and reports for online research • Planning, designing, surveys, data collection, analysis, and reports for conventional research (group interviews, venue surveys, etc.) • Analysis of frequency and meanings of text mining (free answers) • Data mining of website access log data and analysis of links with surveys • Data mining of purchase history data and analysis of links with surveys • Marketing consulting for products, services, brands, and prices
(3) Date of incorporation	January 31, 2000	July 10, 1996
(4) Head office	2-16-1 Konan, Minato-ku, Tokyo, Japan	1-38-1 Chuo, Nakano-ku, Tokyo, Japan
(5) Representative	Tetsuya Sugimoto, Chairman & President	Shin Tanabe, President & CEO
(6) Capitalization	930 million yen	700 million yen
(7) Net assets	5,970 million yen	2,452 million yen
(8) Number of shares issued	128,586 shares	13,402 shares
(9) Fiscal-year end	June 30	December 31
(10) Financial results (*1)		
Net sales	7,755 million yen	4,869 million yen
Operating income	1,745 million yen	323 million yen
Ordinary income	1,753 million yen	337 million yen
Net income	941 million yen	202 million yen
(11) Major shareholders and shareholdings	Vanilla Sky Co., Ltd.: 9.37% Satoru Shibata: 8.22% Japan Trustee Services Bank, Ltd. (account in trust): 8.03% Tetsuya Sugimoto: 4.05% State Street Bank and Trust Company: 3.77% (*2)	Yahoo Japan Corporation: 76.89% Masaki Otani: 11.65% (*3)

- *1 Table shows the consolidated financial results of Macomill, Inc. for the fiscal year ended June 30, 2009 and the non-consolidated results of Yahoo Japan Value Insight Corporation for the fiscal year ended December 31, 2009.
- *2 Macromill, Inc. holds 5,026 shares of treasury stock but is not included in major shareholders. The ownership ratio is calculated after deduction of 5,026 shares of treasury stock. Also, major shareholder Vanilla Sky Co., Ltd. is a corporation whose representative is the Company's representative Tetsuya Sugimoto.
- *3 Yahoo Japan Value Insight Corporation holds 50 shares of treasury stock. The ownership ratio is calculated upon deduction of 50 shares of treasury stock.

3. Schedule for the establishment of the new merged company

Basic agreement: April 19, 2010

Other details of the schedule will be announced as soon as they are determined through consultation between the two companies.

4. Outline of new merged company (provisional)

- (1) Trade name: MACROMILL, INC.
- (2) Head office: 2-16-1 Konan, Minato-ku, Tokyo
- (3) Representative: Tetsuya Sugimoto
(Currently Chairman and President of MACROMILL, INC.)
- (4) Fiscal year end: June 30