

FOR IMMEDIATE RELEASE

**Announcing the Commencement of the “Do It Yourself” AIRsMEMBERS Service**  
Allowing Companies to Conduct Questionnaires of Their Clients or Members at Any Time

May 10, 2010

MACROMILL, INC.

(Code No.: 3730, First Section of Tokyo Stock Exchange)

Today Macromill, Inc. (Head Office: Minato-ku, Tokyo; Chairman and President: Tetsuya Sugimoto) announced the addition of a “do-it-yourself service” option to the service lineup for the AIRsMEMBERS service (an SaaS-type\* net research system equipped with a function for managing clients or members). This do-it-yourself service option, which will commence from May 10, 2010, will allow representatives from companies that use the AIRsMEMBERS service to freely set up their own questionnaires targeting their members, distribute emails asking members to respond to the questionnaires, and complete other tasks without having to leave their desks.

\* ‘SaaS’ is an abbreviation for “Software as a Service,” which refers to an arrangement whereby software is provided or sold as a service via a network.

■ **Summary of the new service**

Macromill began providing the AIRsMEMBERS service in May 2009. The AIRsMEMBERS service is an SaaS-type net research service that adds functions for managing members to Macromill’s proprietary ‘AIRs’ automatic Internet research system. Since its release, the AIRsMEMBERS service has been well received by companies with large membership organizations, who use it as a tool for communicating with their clients or members by conducting ongoing questionnaires.

Macromill has now developed a do-it-yourself service option to add to the service lineup in order to respond to requests to be able to communicate with our clients by distributing questionnaires with a greater degree of freedom as the number of companies using the AIRsMEMBERS service increased. This service allows a company representative to easily create questionnaires and distribute them to the company’s members without leaving his or her desk, thus allowing the system to be introduced and use more cheaply than ever before.

■ **Two options available for the AIRs MEMBERS service**

From now on, users can choose between two ways of using the AIRs MEMBERS service, as summarized below.

 <p><b>Support Option</b> *Original service</p>	<ul style="list-style-type: none"> <li>- Macromill does all the work of conducting the survey (such as creating screens and distributing emails) on behalf of the user</li> <li>- The user only has to prepare the survey manuscript and give Macromill instructions for the distribution criteria</li> <li>- Initial fee of ¥1,000,000, followed by a fixed monthly fee starting from ¥300,000 yen. The cost of conducting research is based on the usage fees for Macromill’s ‘Open Mill’ open-type research service (¥150,000 yen/use)</li> </ul>
 <p><b>‘Do-it-yourself’ Option</b> * New service</p>	<ul style="list-style-type: none"> <li>- The user can use the system to conduct questionnaires without assistance from Macromill.</li> <li>- Macromill provides the system, and can optionally provide support service such as having survey forms created and results analyzed by researchers.</li> <li>- Initial fee of ¥1,000,000, followed by a fixed monthly fee starting from ¥100,000 yen. Cost of conducting research starts from ¥55,000 yen per questionnaire (for up to 30 questions and 50,000 email transmissions) Packs are also available with discounted prices per use (available for when the service is used five or more times per month)</li> </ul>

Macromill will continue to develop and offer highly convenient net research services that fulfill client needs to support companies in their marketing and decision-making.

**The AIRs MEMBERS service**

AIRs MEMBERS is a service that provides Macromill's proprietary SaaS-type net research system, enhanced with both survey functions and functions for managing members. In addition to the rich set of research functions provided by the AIRs net research system, the AIRs MEMBERS service is equipped numerous other functions which are required for conducting ongoing questionnaires, such as a Member Management Function, which allows companies to create and manage their own monitoring program of panelists that answer questionnaires; a Targeted Search Function, which extracts groups of members to be the subject of questionnaires; and other functions such as a function for issuing reward points, and a function for distributing emails. The AIRs MEMBERS service is mainly used by companies with membership organizations, as a tool for communicating with clients or members via questionnaires and other means.

For more detailed information on AIRs MEMBERS, please visit the following link:

**Website introducing the AIRs MEMBERS service:** <https://um.macromill.com/>

**Profile of Macromill, Inc.**

- Company name: ■ Macromill, Inc.  
Head office: ■ 11F Shinagawa East One Tower, 2-16-1 Konan, Minato-ku, Tokyo  
Website: ■ [www.macromill.com/](http://www.macromill.com/)  
Established: ■ January 31, 2000  
Capital: ■ ¥930.35 million \*As of December 31, 2009  
Listed exchange: ■ First Section of the Tokyo Stock Exchange (code no.: 3730)  
Representative: ■ Tetsuya Sugimoto, Representative Director and Chairman  
Employees: ■ 297 (includes 8 contract employees) \*As of March 31, 2010  
Business operations: ■ Market research utilizing the Internet (net research)  
Market research utilizing mobile telephones (mobile research service)  
Market research targeting consumers in countries around the world (global research)  
Consumer purchasing pattern surveys and provision of purchasing pattern data (QPR™)  
Provision of the 'AIRs' ASP system specialized for net research  
Research planning, design, tallying and analysis services  
Other research services (such as qualitative surveys) and marketing-related consulting work

— **Contact information for inquiries about this release** —

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**For inquiries regarding service details and applications to use the service**

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