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For Immediate Release

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Announcing Revision of Financial Results Forecast for Fiscal Year 2010

MACROMILL, INC. (the “Company”) announces that its previously published financial results forecast for fiscal year 2010 (from July 1, 2009 to June 30, 2010) has been revised as follows, in the light of recent business performance.

These figures are current estimates and the Company intends to release final figures at the financial results announcement for fiscal year 2010 (from July 1, 2009 to June 30, 2010) scheduled on August 13, 2010.

1. Revision of consolidated financial results forecast for fiscal year 2010 (July 1, 2009 - June 30, 2010)

	Consolidated net sales	Consolidated operating income	Consolidated ordinary income	Consolidated net income	Consolidated net income per share
	(million yen)	(million yen)	(million yen)	(million yen)	(yen)
Previously announced forecast (A)	8,067	2,008	2,058	1,139	9,218.19
Revised forecast (B)	7,353	2,113	2,125	1,253	9,382.90
Difference (B-A)	(714)	105	67	114	—
Percentage change (%)	(8.9)	5.2	3.3	10.0	—
(Reference) Results from the previous consolidated fiscal year (fiscal year 2009)	7,755	1,745	1,753	941	7,431.26

2. Reason for revision

Net sales for the fiscal year 2010 fell sharply following the sale of shares of former consolidated subsidiary AIP Corporation in October 2009. The Company expected that sales would rise in the second half, bolstered by reorganization of the operating structure and optimization of sales strategy, the rebound of online research business due to recovery of market conditions, new services such as the purchasing database service (QPR) and CRM service (AIRs MEMBERS), improvement of global research services, business expansion through entry into overseas markets, and the conversion of Brand Data Bank, inc. into a consolidated subsidiary. However, second-half sales growth proved insufficient to offset first-half sales decline caused by group restructuring, amongst other factors, and the Company expects full-year consolidated net sales to be around 700 million yen less than previously forecast. Accordingly, the Company has decided to return a portion of directors’ bonuses.

The Company expects that operating income and ordinary income will be slightly higher than previously forecast, reflecting efforts to improve financial standing through a review of the cost structure and tighter cost control, and net income is also expected to surpass the previous forecast

largely thanks to the extraordinary gain on the sale of shares of AIP Corporation, which outweighed the impairment loss on securities.

The previously announced business integration with Yahoo Japan Value Insight Corporation (“YVI”) will not have any impact on financial results for fiscal year 2010 because the business integration is scheduled on August 1.

3. Impact of business integration and consolidated financial results forecast for fiscal year 2011

The Company is also working towards business integration with YVI, including determining the assets to be taken over from YVI, business integration expenses, and goodwill. Although one-time expenses will be incurred as a result of business integration, the Company will set a brisk pace for business integration and work on enhancing operating efficiency to achieve improved profitability in the future.

The Company intends to announce the plan for fiscal year 2011, following consideration of business integration expenses and other factors, at the financial results announcement scheduled on August 13, 2010. The medium-term management plan will also be announced as soon as it is finalized.

(Note)

Forward-looking statements such as the financial result forecast described in this press release are based upon available information and certain assumptions that the Company believes are reasonable as of the date of this announcement. Actual business results may differ significantly from forecast figures for various reasons