



September 29, 2010

For Immediate Release

MACROMILL, INC.
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Announcing Changes to Organizational Structure and Change of Director and Executive Officer

MACROMILL, INC. (hereinafter referred to as “the Company”) hereby announces that its Board of Directors has resolved at a meeting held on December 27, 2010, to make changes to the organizational structure of the Company as well as to the responsibilities of a director and an executive officer. Details are as follows.

1. Changes to organizational structure

(1) Purpose

For the purpose of advancing the management integration associated with the acquisition of the marketing research business of Yahoo Japan Value Insight Corporation by demerger (absorption-type) on August 1, 2010, the Company will restructure the organization under the Marketing Solution Business Group and reorganize the Business Development Business Group to strengthen the new business development function.

The Company will set up the “Product Planning Development Division,” which will be responsible for strengthening and integrating products related to the research business under the existing Marketing Solution Business Group, and will create the Conventional Research Division to bolster qualitative and Central Location Test (CLT) research. The Business Development Business Group will also be reorganized into two groups, namely the New Business Development Business Group and the Overseas Business Development Business Group.

(2) Details

2. Change of responsibilities of a Director and Executive Officer, and Change of Executive Officer (As of October 1, 2011)

Name	New titles	Current titles
Masanobu Takei	Director in charge of the Marketing Solution Business Group and the Corporate Strategy Division at the Headquarters, Chairman at Brand Data Bank, Inc. and Director at Macromill WARP, Inc.	Director in charge of the Corporate Strategy Division at the Headquarters, Chairman at Brand Data Bank, Inc. and Director at Macromill WARP, Inc.
Hikari Sakai	Executive Officer in charge of the New Business Development Business Group, President at Brand Data Bank, Inc. and Director at Macromill WARP, Inc.	Executive Officer, General Manager of the CRM Service Development Preparation Office in the Business Development Business Group, President at Brand Data Bank, Inc. and Director at Macromill WARP, Inc.

Toru Sasaki	Executive Officer in charge of the Corporate Strategy Division at the Headquarters and the Business Administration Division in the Marketing Solution Business Group	Executive Officer in charge of the Corporate Strategy Division at the Headquarters
Hajime Shimamura	Executive Officer in charge of the Fourth Business Division in the Marketing Solution Business Group	Executive Officer in charge of the Fourth Business Division in the Marketing Solution Business Group and General Manager of the New Services Development Preparation Office in the Business Development Business Group
Koji Naruse	Executive Officer in charge of the System Development Division	Executive Officer in charge of the System Development Division and General Manager of the GlobalAIR Preparation Office in the Business Development Business Group
Atsushi Hashimoto	Executive Officer in charge of the Overseas Business Development Business Group	Executive Officer of Business Division No. 2 of Marketing Solutions Group