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For Immediate Release

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### Matters Related to a Controlling Shareholder, etc.

Macromill Inc. (the “Company”) announced today matters related to a controlling shareholder, etc. pertaining to Yahoo Japan Corporation, an “other affiliated company” of the Company. Details are as follows:

1. Trade name, etc. of parent company, controlling shareholder (excluding the parent company) or other affiliated company.

(As of August 1, 2010)

Name	Attribute	Percentage of voting rights (%)			Financial instruments exchange on which issued shares are listed
		Direct holding	Holding to be combined	Total	
Yahoo Japan Corporation	Other affiliated company	9.58	14.69	24.27	First Section of the Tokyo Stock Exchange Osaka Securities Exchange (JASDAQ Market)

2. Relationship between the listed company and the controlling shareholder, etc. including the positioning of the listed company in the company group of the controlling shareholder, etc.

Given that Yahoo Japan Corporation owns 37,992 shares of the Company’s stock directly and indirectly and that the ratio of its voting rights to the voting rights of total shareholders is 24.27%, it is an “other affiliated company” of Macromill. Apart from the for capital relationship, however, there is no human or business relationship to be written with Yahoo Japan Corporation, and the Company operates its business and makes management decisions independently as a listed company.

3. Matters related to business with the controlling shareholder, etc.

Although there is no business relationship with Yahoo Japan Corporation to disclose at present, the Company plans to consider a business relationship going forward, as it has entered into a business cooperation contract with Yahoo Japan Corporation for the purpose of cooperating on the creation of internet marketing and other businesses for the new era.

4. Measures to protect minority shareholders when having business, etc. with the controlling shareholder

When engaging in business with Yahoo Japan Corporation, the Company will take measures to avoid any conflict with the interests of minority shareholders, after deliberating on the rationality of details and conditions of the business at a meeting of its Board of Directors.