



December 27, 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

The Company has more or less completed the reorganization and merger of offices, service lineups, personnel programs and information systems necessary in connection with business integration following the takeover of the market research business of Yahoo Japan Value Insight Corporation on August 1 2010, and is now reorganizing its business divisions, for the purpose of dealing appropriately with the expansion in the size of its organization, the increase in the number of clients, and the optimization of management capabilities, as well as to speed up the generation of new business and stabilize business operations.

(2) Details

- (i) Close down the Headquarters Corporate Strategy Division, which previously oversaw procedures required for business integration.
- (ii) Establish the Headquarters Personnel Affairs Division as the business division that will take over responsibility for personnel affairs and labor management from the Headquarters Corporate Governance Division.
- (iii) Set up the New Services Development Division within the Marketing Solutions Group, and integrate any business division related to online research business that was previously under the control of the Marketing Solutions Group into the Marketing Research Business Division.
- (iv) Change the name of the New Business Development Group to the Business Development Group, and transfer some new businesses from the Business Development Group to the aforementioned New Services Development Division.
- (v) Change the name of the Overseas Business Development Group to the Global Business Group.

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

Name	New titles	Current titles
Yasuhiko Ichihara	Director of System Development Business Division, Management Planning Office, and Online Research Institute	Director of Headquarters, Management Planning, and Online Research Institute
Tetsuya Shinoda	Executive Officer of Global Business Group, and Business Department 3, Marketing Research Business Division, Marketing Solutions Group	Executive Officer of Business Division No. 3 of Marketing Solutions Group