



December 27, 2010

For Immediate Release

MACROMILL, INC.
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(Code no.: 3730, First Section of Tokyo Stock Exchange)
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Announcing the Establishment of a New Company

MACROMILL, INC. (hereinafter referred to as “the Company”) is pleased to announce that, following discussions based on the basic agreement relating to the “Notice of Basic Agreement on the Establishment of a New Company” dated September 24, 2010, its Board of Directors has resolved, at a meeting held on December 27, 2010, that the Company, Hakuhodo DY Holdings Incorporated (hereinafter referred to as “Hakuhodo DY Holdings”) and Tokyu Agency Inc. (hereinafter referred to as “Tokyu Agency”) would co-found a new company with the purpose of collecting and selling data on consumer purchases.

1. Reason for establishing new company

Interest in consumer purchasing data is increasing, as consumers’ penny-pinching tendencies and the diversification of lifestyles make businesses to turn to services that enable them to track customer trends from new perspectives.

The Company and Tokyu Agency jointly provide the QPR (Quick Purchase Report) service, a one-stop shop for data on actual purchases and consumer attitudes. The service is popular especially among manufacturers of food, beverages and daily necessities, and has also attracted a great deal of attention from marketing support firms such as advertising agencies and distribution firms in recent years.

In response, the Company decided it was necessary to further enhance the service and provide/generate reliable panel data that will allow businesses to conduct marketing activities based on research of consumer purchasing patterns. Accordingly, the Company decided to join forces with Tokyu Agency, with its many years experience of providing product selection research, and Hakuhodo DY Holdings, which is pursuing next-generation, comprehensive marketing solutions, to co-finance a new company with the purpose of collecting and selling consumer purchasing data.

The Company plans to set up the new company as a consolidated company subsidiary and will hold around 82% of the new company’s issued shares, but it will then seek investments in the new company across a wide range of industries and aims to make the consumer purchasing data provided by the new company the most widely used data across various industries

* Refers to database of purchase data collected by portable scanners and the related service offered by the Company.

2. Outline of the new company

(1) Trade name	M-CUBE AND ASSOCIATES, INC.	
(2) Location	2-16-1 Konan, Minato-ku, Tokyo	
(3) Title/ Name of Representative	Katsuyuki Konishi, President & Representative Director	
(4) Business	1. Creation, operation and management of consumer research panels 2. Collection and sale of purchasing pattern and lifestyle behavior data 3. Online market research and analysis 4. Research planning and design, aggregation and analysis services 5. Development of marketing systems 6. Research and marketing consulting business 7. All business incidental to the foregoing	
(5) Capitalization	400 million yen	
(6) Date of incorporation	January 11, 2011 (provisional)	
(7) Shareholder composition	Macromill, Inc. 81.875% Hakuhodo DY Holdings Incorporated 15.000% Tokyu Agency Inc. 3.125%	
(8) Relationships between the listed company and the new company	Capital relationship	The Company will hold 81.875% of the new company's shares.
	Personnel relationship	The Company will dispatch one President, one Director and one Auditor to the new company.
	Business relationship	There is no notable business relationship between the Company and the new company. There is no notable business relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.

3. Outline of shareholders

[Hakuhodo DY Holdings] As of March 31, 2010

(1) Trade name	Hakuhodo DY Holdings Incorporated
(2) Location	Akasaka Biz Tower 5-3-1 Akasaka, Minato-ku, Tokyo
(3) Title/ Name of Representative	Hirokazu Toda, President & Representative Director
(4) Business	Operation and management of subsidiaries that provide general marketing and communication services to advertisers and other clients
(5) Capitalization	10,000 million yen
(6) Date of incorporation	October 1, 2003
(7) Net assets	208,802 million yen
(8) Total assets	456,313 million yen
(9) Major shareholders and shareholdings	The Hakuho Foundation 18.17% General Incorporated Association Hakusei-kai 5.21% Hakuhodo DY Holdings Employees' Shareholdings Association 3.76% Motoko Nakamoto 3.22%

(10) Relationships between the listed company and the new company	Capital relationship	There is no notable capital relationship between the Company and the new company. There is no notable capital relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
	Personnel relationship	There is no notable personnel relationship between the Company and the new company. There is no notable personnel relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
	Business relationship	There is no notable business relationship between the Company and the new company. There is no notable business relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
	Related parties	The new company is not a related party of the Company. The related parties and affiliated companies of the new company are not related parties of the Company.

[Tokyu Agency] As of March 31, 2010

(1) Trade name	Tokyu Agency Inc.	
(2) Location	4-8-18 Akasaka, Minato-ku, Tokyo	
(3) Title/ Name of Representative	Tuneyasu Kuwahara, President and Representative Director	
(4) Business	General advertising agency	
(5) Capitalization	3,637 million yen	
(6) Date of incorporation	March 1, 1961	
(7) Net assets	6,115 million yen	
(8) Total assets	30,685 million yen	
(9) Major shareholders and shareholdings	Tokyu Corporation 66.6% Tokyu Agency Employees' Shareholdings Association 7.7% Tokyu Department Store Company, Limited 7.3%	
(10) Relationships between the listed company and the new company	Capital relationship	There is no notable capital relationship between the Company and the new company. There is no notable capital relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
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4. Financial results of each company

	Macromill FY ended June 30, 2010	Hakuhodo DY Holdings FY ended March 31, 2010	Tokyu Agency FY ended March 31, 2010
(1) Net sales	7,353 million yen	917,065 million yen	95,634 million yen
(2) Ordinary income	2,135 million yen	8,194 million yen	45 million yen
(3) Net income	1,266 million yen	1,277 million yen	-622 million yen

5. Schedule

Meeting of Board of Directors: December 27, 2010

Establishment of new company: January 11, 2011 (provisional)

6. Outlook

At the present time, the establishment of the new company is not expected to have a significant impact on the Company's consolidated results for the fiscal year ending June 30, 2011.

The data sales and marketing services and other services the Company currently provides to users will continue as normal. The new company aims to become the first-choice QPR service provider by creating a structure that directly or indirectly provides a steady stream of consumer purchasing data to the Company, advertising agencies and other operating companies, either directly or indirectly, while at the same time pursuing further expansion in areas and sample size and higher quality of data on product purchases.

7. Investors in new company after its establishment

The Company plans to seek investors from a wide range of industries after establishment of the new company and, on December 27, 2010, concluded a basic agreement with MCCANN WORLDGROUP HOLDINGS (hereinafter referred to as "MCCANN WGH") to proceed with discussions on investment in the new company after its establishment, aiming for drawdown of investment capital during January 2011. The Company plans to transfer some of its shares in the new company to MCCANN WGH to give MCCANN WGH a stake of around 1% in the new company.

[MCCANN WGH] As of December 27, 2010

(1) Trade name	MCCANN WORLDGROUP HOLDINGS
(2) Location	1-1-1 Minami-Aoyama, Minato-ku, Tokyo
(3) Title/ Name of Representative	Michael MacLaren, President & CEO
(4) Business	Management and operation of subsidiaries that provide general marketing and communication services to advertisers and other clients
(5) Capitalization	497 million yen
(6) Date of incorporation	December 16, 1960
(7) Net sales	Not published

(8) Relationships between the listed company and the new company	Capital relationship	There is no notable capital relationship between the Company and the new company. There is no notable capital relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
	Personnel relationship	There is no notable personnel relationship between the Company and the new company. There is no notable personnel relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
	Business relationship	There is no notable business relationship between the Company and the new company. There is no notable business relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
	Related parties	The new company is not a related party of the Company. The related parties and affiliated companies of the new company are not related parties of the Company.

(For reference) MACROMILL's business forecast for the current period (announced August 13, 2010)

	Net sales	Operating income	Ordinary income	Net income
Consolidated business forecast for the current fiscal year (fiscal year ending June 30, 2011)	12,530 million yen	2,467 million yen	2,506 million yen	1,304 million yen
Consolidated business results for the preceding fiscal year (fiscal year ended June 30, 2010)	7,353 million yen	2,129 million yen	2,135 million yen	1,266 million yen