



January 14, 2011

For Immediate Release

MACROMILL, INC.  
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### Announcing Establishment of Joint Venture in China

MACROMILL, INC. (hereinafter referred to as “the Company”) is pleased to announce that the Board of Directors resolved at the meeting held on January 14, 2011 that the Company would conclude a joint venture agreement with BOSA INTERNATIONAL TRADING (SHANGHAI) CO., LTD. for the establishment of a consolidated subsidiary to launch online research services in Shanghai, China.

#### 1. Reason for establishing joint venture

The Company anticipates increased demand for global marketing research among Japanese enterprises and expansion of the global online research market, and has already begun advancing into the Asian market, establishing a joint venture in South Korea. As part of this drive, the Company decided to establish an overseas subsidiary in economically booming China and move into the China market, judging it appropriate to create and develop demand in China’s online research market, which is expected to grow explosively in the future.

The number of Internet users in China now exceeds 420 million and is expected to increase further both in coastal regions and inland regions, which currently lag behind in Internet usage. Marketing activities based on more detailed marketing research is becoming an important issue not only for foreign enterprises but also for Chinese enterprises, and China’s online research market is expected to expand massively in the future.

The Company will push ahead with business expansion in China under the leadership of the new company, using the research expertise it has built up in Japan to take its core research system AIRS global.

#### 2. Outline of joint venture to be established

(1) Trade name	MACROMILL China, INC.
(2) Location	Huangpu District, Shanghai, China
(3) Title/ Name of Representative	Yasunori Fukuba, President
(4) Business	Marketing research
(5) Capitalization	150 million yen
(6) Date of incorporation	March 2011 (Provisional)
(7) Ownership	MACROMILL INC. 90% BOSA INTERNATIONAL TRADING(SHANGHAI)CO., LTD. 10%

3. Schedule

Conclusion of joint venture agreement: January 14, 2011  
Establishment of joint venture: March 2011 (provisional)  
Start of business: July 2011 (provisional)

4. Outlook

The Company does not expect the establishment of the joint venture to have any significant impact on its consolidated results for the fiscal year ending June 30, 2011.

(For reference Outline of BOSA INTERNATIONAL TRADING (SHANGHAI) CO., LTD.)

(1) Trade name	BOSA INTERNATIONAL TRADING (SHANGHAI) CO., LTD.
(2) Location	Shanghai Wai Gaoqiao Free Trade Zone, China
(3) Title/ Name of Representative	Satoshi Inoue, President
(4) Business	Specialist trading company
(5) Capitalization	200,000 US dollars
(6) Date of incorporation	September 17, 1997