



January 28, 2011

For Immediate Release

MACROMILL, INC.

Company Representative: Tetsuya Sugimoto, Chairman and President
(Code no.: 3730, First Section of Tokyo Stock Exchange)

Contact for further information:
Yasuhiro Kihara, Chief Financial Officer and Senior Executive Officer
TEL: +81-3-6716-0700

Announcing Revision of Financial Results Forecast

MACROMILL, INC. (the "Company") announces that it has revised its financial results forecast published on August 13, 2010, in consideration of recent business performance. Details are as follows:

1. Revision of consolidated financial results forecast for fiscal year 2011

(1) First half of the fiscal year (July 1, 2010 – December 31, 2010)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	(million yen)	(million yen)	(million yen)	(million yen)	(yen)
Previously announced forecast (A)	5,821	900	920	398	2,629.72
Revised forecast (B)	6,283	1,428	1,453	688	4,659.61
Difference (B-A)	462	528	533	290	—
Percentage change (%)	7.9	58.7	57.9	72.8	—
(Reference) Results for the first half of the previous consolidated fiscal year (fiscal year 2010)	3,540	877	866	588	4,759.36

(2) Full year (July 1, 2010 – June 30, 2011)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	(million yen)	(million yen)	(million yen)	(million yen)	(yen)
Previously announced forecast (A)	12,530	2,467	2,506	1,304	8,516.51
Revised forecast (B)	12,992	2,995	3,039	1,594	52.28 (Note)
Difference (B-A)	462	528	533	290	—
Percentage change (%)	3.7	21.4	21.3	22.2	—
(Reference) Results from the previous fiscal year (fiscal year 2010)	7,353	2,129	2,135	1,266	10,182.23

(Note) The Company had a 200-for-1 stock split, effective on January 1, 2011. Net income per share is calculated based on the number of shares after the stock split. Net income per share would be 10,455.20 yen if the number of shares is converted to that before the stock split.

2. Reason for revision

The performance of the online research business of the Company was solid against a background of favorable business conditions with sales to general operating companies and advertising agencies strong. Consolidated net sales for the first half of this fiscal year (hereinafter “the first half”) are expected to be 460 million yen higher than the previous forecast. Meanwhile, income for the first half is forecast to far exceed the previous forecast, as shown in the table above, as a result of the expansion of revenue and the curbing of expenses associated with the steady progress of the management integration with Yahoo Japan Value Insight Corporation, which started in August.

The Company has also revised its full-year results forecast upward, based on the revision to the results forecast for the first half.

(Note)

Forward-looking statements such as the financial result forecast described in this press release are based upon available information and certain assumptions that the Company believes are reasonable as of the date of this announcement. Actual business results may differ significantly from forecast figures for various reasons.