

May 12, 2011

FOR IMMEDIATE RELEASE

MACROMILL, INC.

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### Revision of Earnings Forecast Announced

MACROMILL, INC. (the “Company”) announces that the earnings forecast for fiscal year 2011 it previously announced on January 28, 2011 has been revised as follows, in the light of its recent business performance.

#### 1. Revision of consolidated financial results forecast for the current fiscal year (July 1, 2010 - June 30, 2011)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previously announced forecast (A)	(million yen) 12,992	(million yen) 2,995	(million yen) 3,039	(million yen) 1,594	(yen) 52.28
Revised forecast (B)	12,300	2,500	2,500	1,200	39.45
Difference (B-A)	-692	-495	-539	-394	-12.83
Percentage change (%)	-5.3	-16.5	-17.7	-24.7	-24.5
(Reference) Results from the previous fiscal year (fiscal year 2010)	7,353	2,129	2,135	1,266	10,182.23 (Note)

(Note) The Company executed a stock split on January 1, 2011 as the effective date, in which one common share was split into 200 shares. However, net income per share in the previous fiscal year was calculated based on the number of shares before the stock split.

#### 2. Reason for revision

Although the Company was not directly affected by the Great East Japan Earthquake that occurred on March 11, 2011, orders from advertisement agencies, the manufacturing sector, and other customers have been delayed as companies have voluntarily restrained from advertising activities and postponed the release of new products.

Reflecting the decrease in net sales resulted from the slowdown of these companies' activities, the Company's income is also forecast to fall from the previous plan. The decline in sales is considered to be a temporary phenomenon, but the recovery of Japanese economy is likely to take time. Consequently, the full-year financial results forecast for fiscal year 2011 has been revised downward by factoring in the influence of the earthquake in the third quarter.

(Remarks)

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