FOR IMMEDIATE RELEASE

MACROMILL Panelists Used to Build Database Containing Data on Belongings of 30,000 People Nationwide
Announcing Launch of Macromill Survey–Based "Brand Data Bank (bdb)" and "bdbMill" Tracking Service

February 1, 2010
MACROMILL, INC.
(Code No.: 3730, First Section of Tokyo Stock Exchange)

MACROMILL, Inc. (Head office: Minato-ku, Tokyo; Representative: Tetsuya Sugimoto, Chairman and President; hereinafter referred to as "Macromill") is pleased to announce that, after becoming a member of the Macromill Group in October 2009, consolidated subsidiary Brand Data Bank, Inc. (Head office: Minato-ku, Tokyo; Representative: Masanobu Takeda, Chairman) rebuilt its "Brand Data Bank" database, changing it from a database containing data on belongings and preferences according to a consumer survey of 30,000 people to a database containing data based on surveys of Macromill panelists. Macromill is, therefore, proud to announce the launch of the latest Macromill survey-based database and the Brand Data Bank panelists tracking service bdbMill on February 1, 2010.

■ Belongings database based on survey of 30,000 people

What is Brand Data Bank (bdb)?

Brand Data Bank is a marketing tool in the form of a database containing data on the ownership of product brands and corporate brands across approximately 130 genres based on a large-scale consumer survey of 30,000 people conducted twice a year (June and December). It allows subscribers to perform various types of online analysis based on both the attributes and preferences of owners. On February 1, 2010, the latest version of the Brand Data Bank databank, based on the results of the Macromill survey conducted in December 2009, was released.

Brand Data Bank subscribers can gain a comprehensive understanding of the brands people own and use regularly in various genres, including, the brands of food products, cosmetics and daily necessities they often buy, the brands of home appliances and automobiles they own, and the brands of media, banking and insurance they use. Brand Data Bank can be used widely in corporate marketing activities, such as analysis of the features and lifestyles of specific brand users and media planning when drafting advertising strategies.

■ bdbMill tracking service

The bdbMill tracking service allows users to extract and track specific targets from among the 30,000 Brand Data Bank panelists. With the successful creation of a database based on Macromill surveys, a speedy tracking service using Macromill online research also became available on February 1, 2010. This service allows subscribers to access more detailed data such as "Reason for purchase" and "Frequency of purchase," in addition to the data contained in Brand Data Bank. Tracking can be carried out online or through qualitative surveys in the form of group interviews, for example.

Last year companies increasingly felt the need to keep pace with the diversifying needs and conditions of consumers and improve their marketing strategies. Macromill intends to combine Brand Data Bank's strong expertise in marketing database business and user profiling with its existing online research services and qualitative surveys to enhance the added value of its services and its ability to make proposals and support companies in resolving their marketing issues.

■ One of Japan's largest brand ownership databases

Outline of the Brand Data Bank service

The features of Brand Data Bank (bdb) are that data is collected via a "large-scale survey of 30,000 people," it is "updated twice a year" and covers "an array of more than 130 genres," and that "it is available in ASP format." The database provides large-scale comprehensive coverage of the products people own and gives an insight into the features of users from various perspectives, for example, what kind of places users who own vehicle A live in and what kind of media they come into contact with.

bdb brand data bank.com

Main genres
- **Products:** cosmetics, clothing, food products, beverages, computers, home electrical appliances, automobiles, etc.
- **Media:** Newspapers, magazines, TV programs, movies, music, mobile sites, etc.
- **Services:** banking, various types of insurance, etc.
- **Other:** Ideal place to live, nearest station, corporate image, family structure, drinking habits, etc.

More than 130 genres in total

Basic service functions

Market ranking

Subscribers can check users' brand ownership and preferences in the form of separate rankings for around 130 genres. Subscribers can also view rankings for their specific target group by defining detailed criteria in addition to age, gender and occupation, such as "people living alone in the Tokyo metropolitan area" or "people who do yoga."

Demographic views
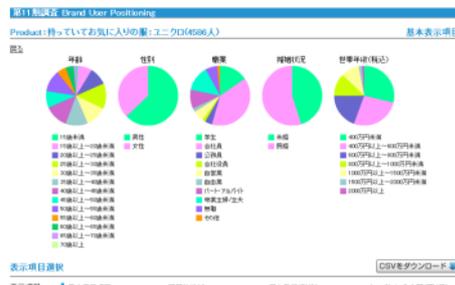
Diagrams visually represent demographic (attribute) data of groups that own and regularly use certain brands. Besides basic attributes such as age, gender, occupation and annual income, the database provides details such as family structure, residential area, hobbies and drinking habits.

Comparison

This is a function for comparing and analyzing the features of specific groups in the form of rankings. It allows subscribers to analyze features, for example, what fashion magazines are often read by Uniqlo owners, as compared with the total survey population of 30,000 people.

Brand user positioning

This function allows subscribers to visually compare multiple groups in terms of average age, ratio of men to women, household income and suchlike. Subscribers can tell at a glance that people who go out in Ginza are older than people who go out in Shibuya and tend to be women.

Depending on the service plan, other functions are also available, for example, "Media Gauge," which shows differences between users in terms of their dependence on TV, newspapers and other media, and "Values Gauge," which shows values in relation to consumption, i.e., the need to check information when a new product comes out.

bdb database charges

Initial fee: ¥200,000 (only for the initial contract); Monthly usage fees start from ¥50,000 (excluding tax)

* The monthly charge varies depending on the service plan. Please contact us for further details.
* Subscribers to the bdb database service sign a six-month contract.

■ Brand Data Bank panelist tracking service
  Outline of the bdbMill service

bdbMill is a service that allows subscribers to track panelists extracted using Brand Data Bank. Besides using the bdb database to monitor the actual belongings and media preferences of specific brand users, subscribers can use the tracking service to access more detailed information such as the reason for purchase, frequency of purchase and satisfaction of specific brand users.

Examples of ways bdbMill can be used

Profile + bdbMill Online survey

Use 1

Track data such as frequency of purchase frequency and satisfaction and perform more detailed profile analysis of targets.

Track data such as:
- time of purchase
- frequency of purchase
- reason for purchase
- place of purchase
- willingness to replace item
- satisfaction
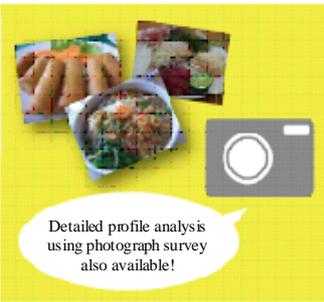
Detailed profile analysis using photograph survey also available!

Regular profile analysis

Profile + Qualitative analysis

Use 2

After profile analysis, conduct qualitative analysis via group interview or other means.

You can also invite specific people from among those profiled to a group interview and conduct a qualitative survey. This combined with the results of quantitative analysis will give you a deeper understanding of your target.

Regular profile analysis

Group interview

bdbMill service charge

Tracking service charge: Database subscribers 50,000 yen ~ non-database subscribers 100,000 yen ~ (excluding tax)

* Tracking service charges vary depending on the sample size and the number of questions. Please contact us for further details.

Profile of Brand Data Bank, Inc.

Brand Data Bank, Inc. provides consulting services utilizing marketing techniques such as profiling, time series analysis, value clusters and text mining, built around the Brand Data Bank database, a marketing tool that can retrieve data items to meet criteria from among data covering more than around 130 genres and 10,000 brands, based on a consumer survey of 30,000 people..

Company name:	■ Brand Data Bank, Inc.
Head office:	■ 11F Shinagawa East One Tower, 2-16-1 Konan, Minato-ku, Tokyo, 〒108-0075
Website:	■ www.branddatabank.com
Established:	■ September, 2001
Capital:	■ ¥27 million
Representative:	■ Masanobu Takeda, Chairman and President
Employees:	■ 8
Business operations:	■ 1) Creation of database containing data on the belongings and preferences of 30,000 members of the general public and provision of online marketing services using the ASP model.
	2) Provision of consulting services based on database analysis, including profiling and time series analysis time-series analysis

Profile of Macromill, Inc.

Macromill, Inc. is a leading company in the field of net research, market research services that utilize the Internet. Macromill has more than 880,000 Macromill panelists nationwide and provides companies with a range of online research services to help them develop new products and improve their services.

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Head office:	■ 11F Shinagawa East One Tower, 2-16-1 Konan, Minato-ku, Tokyo 〒108-0075
Website:	■ www.macromill.com/
Established:	■ January 31, 2000
Capital:	■ ¥930.35 million *As of September 31, 2009
Listed exchange:	■ First Section of the Tokyo Stock Exchange (code no.: 3730)
Representative:	■ Tetsuya Sugimoto, Representative Director and Chairman
Employees:	■ 301 (includes 8 contract employees) *As of January 31, 2009
Group companies:	■ Brand Data Bank, Inc. Macromill Warp, Inc. Macromill Korea, Inc. (Korea)
Business operations:	■ 1) Market research utilizing the Internet (net research)
	2) Market research utilizing mobile telephones (mobile research)
	3) Market research targeting consumers in countries around the world (global research)
	4) Consumer purchasing pattern surveys and provision of purchasing pattern data (QPR™)
	5) Provision of the AIRs ASP system specialized for net research
	6) Research planning, design, tallying and analysis services
	7) Other research services (such as qualitative surveys) and marketing-related consulting work

－**Contact information for inquiries about this release**－

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