

FOR IMMEDIATE RELEASE

**New Service in MobileMill, Macromill’s Research Service Using Mobile Phones  
Development of Panel Comprising Mainly Junior High School and  
High School Students from Entrance Exam Community Site “uchico”**

March 3, 2010  
MACROMILL, INC.

(Code No.: 3730, First Section of Tokyo Stock Exchange)

MACROMILL, Inc. (Head office: Minato-ku, Tokyo, Representative: Tetsuya Sugimoto, Chairman and Director; hereinafter referred to as “Macromill”) is pleased to announce that, to enhance research on young people using mobile phones, Macromill has partnered Sammy NetWorks Co., Ltd. (Head office: Minato-ku, Tokyo, Representative: Masaaki Ono, President and CEO; hereinafter referred to as “Sammy Networks”) in developing a mobile research panel comprising mainly junior high school and high school students from members of “uchico,” the entrance exam community mobile site run by Sammy NetWorks, and is launching a new service on March 3, 2010.

**◆ Outline of “uchico Panel” comprising mainly junior high school students**

The newly launched “uchico Panel” is a panel recruited and developed from among the 600,000 or so members of “uchico,” the free entrance exam community site for mobile gaming and study run for junior high school and high school students by Sammy NetWorks Co., Ltd.

Macromill is launching the panel with 16,512 active members (as of February 23, 2010) and aims to increase the number of panelists in the future. The research price is 110,000 yen for 5 questions with a sample size of 100.

The “uchico Panel” can be used in attitude surveys on actual usage of mobile phones, entrance exams and careers and other marketing research on hobbies and interests targeted at junior high school and high school students.

**◆ Macromill’s mobile panelists...selected according to purpose of survey**

Last year, there was an increase in the number of consumers that use mobile phones as their main means of collecting and communicating information, particularly among young people, and the marketing staff of companies began scrutinizing the consumption patterns and media contact of mobile users, recognizing this to be a key marketing issue. Against this background, Macromill is working to improve its mobile research services by developing a range of mobile research panels.

**Macromill’s mobile research panels**

Name of mobile research panel	Number of active members	Features
Mobile Panel	195,164 members (as of February 1, 2010)	Composed of members who agreed to cooperate with mobile phone research from among Macromill’s approximately 890,000 panelists nationwide (computer-registered members). Clients can extract targets that match their desired criteria from a large-scale panel and conduct various mobile surveys such as photographic surveys and attitude surveys immediately after consumption.
Millmoba Panel	55,389 members (as of February 1, 2010)	Mobile panel recruited only on the mobile site by Macromill. Suitable for surveys targeting young people and consumers who mainly use mobile handsets, as panelists have strong affinity for mobile phones.
[New service] uchico Panel	16,512 members (as of February 23, 2010)	Mobile panel recruited from members of “uchico,” the free entrance exam community site run by Sammy NetWorks. Can be used for surveys targeting “junior high school students” and “high school students.”

Macromill aims to continue developing and providing high value added marketing research services to support companies in resolving their marketing challenges in the future.

Reference: Results of mobile survey using uchico Panel

**Survey of mobile phone usage among junior high school and high school students (excerpt)**

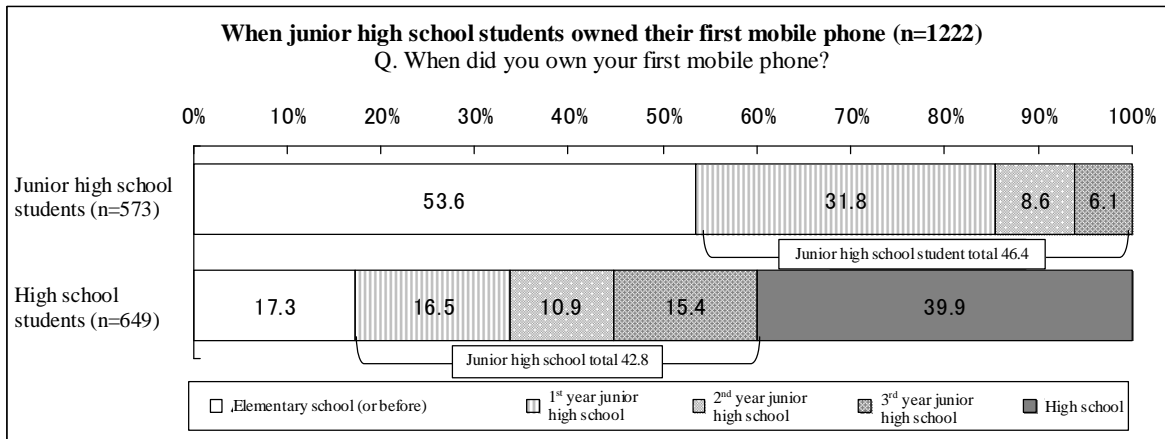
The results of the mobile survey conducted using the “uchico Panel” are explained below.

**Survey population: 1,222 junior high school students and high school students who own mobile phones nationwide (573 junior high school students, 649 high school students) (Macromill uchico Panel)**  
**Survey method: Online research using mobile phones**  
**Survey period: November 27, 2009 to February 14, 2010**

● **54% of junior high school students have owned a mobile phone since elementary school.**

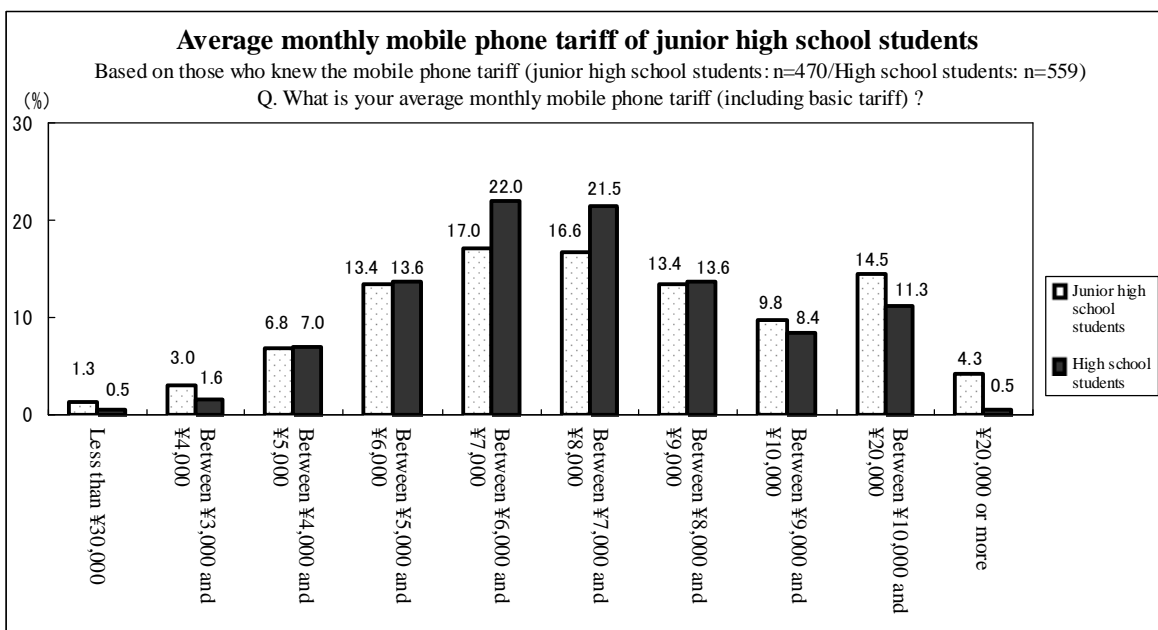
When asked when they owned their first mobile phone, the majority (54%) of junior high school student replied “since elementary school.”

On the other hand, 43% of high school students said they were in junior high school when they owned their first mobile phone and 40% said they were in high school. The results suggest that young children are getting their first mobile phone earlier than before.



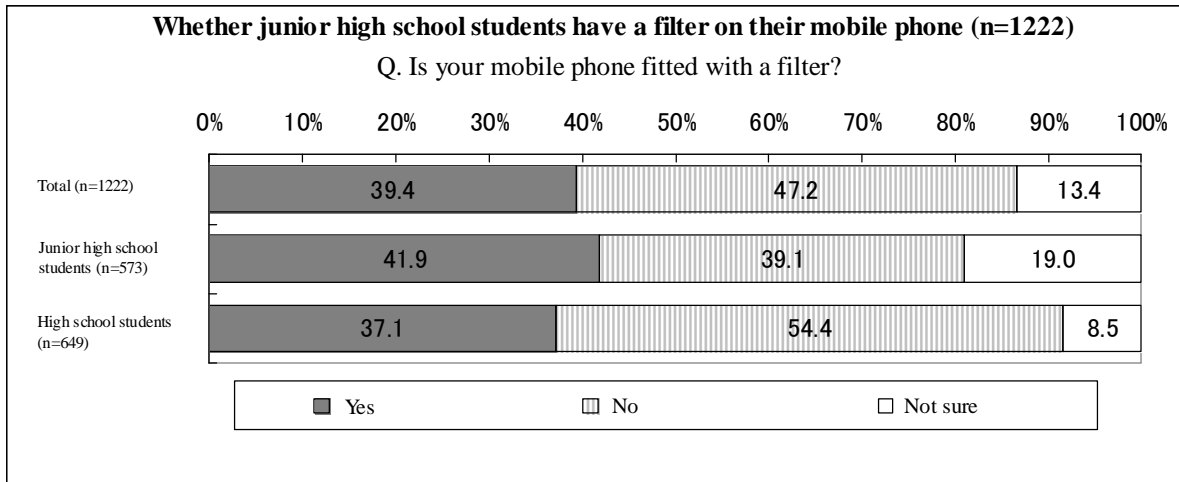
● **Average monthly mobile phone tariff, between ¥6,000 and ¥8,000 for both junior high school students and high school students**

When junior high school students and high school students were asked about their average monthly mobile phone tariff, most said it ranged between ¥6,000 and ¥8,000.



● **Around 40% of junior high school students and high school students have a filter on their mobile phone**

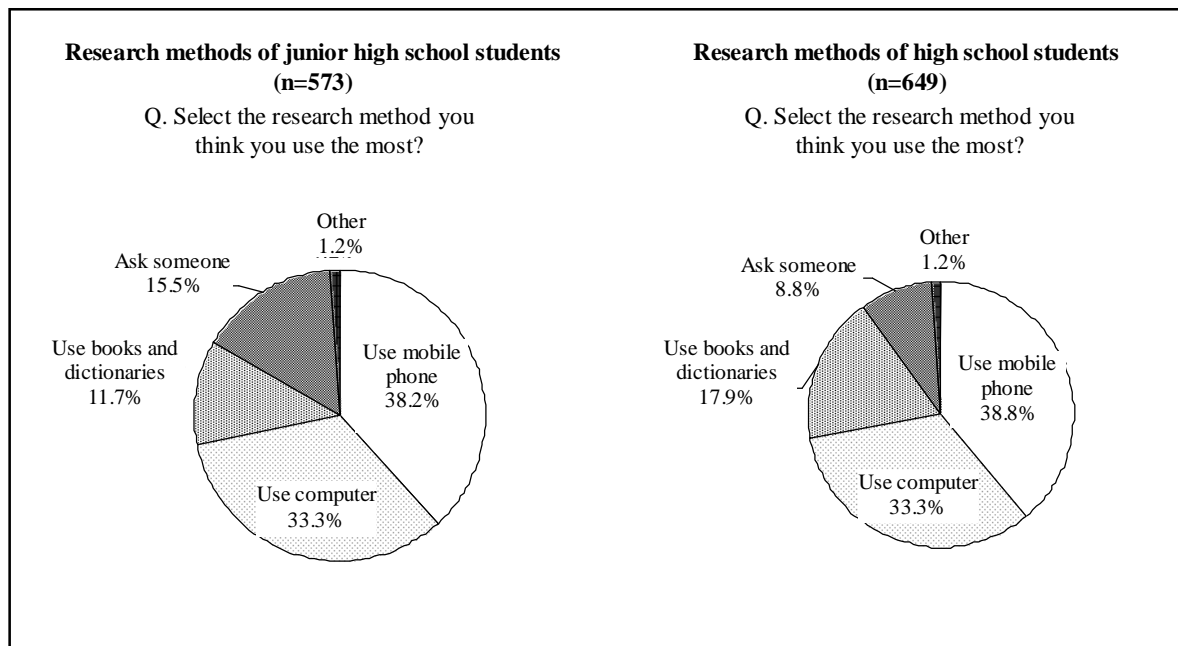
When asked if the mobile phone they currently used has a filter, 42% of junior high school students and 37% of high school students answered “yes.”



● **Mobile phone is the most popular research method for both junior high school students and high school students**

When asked about research methods, around 40% of both junior high school students and high school students said “mobile phone” was the most popular research method, followed by “computer” with 30%.

Only 18% of high school students and 12% of junior high school students said they used books and dictionaries.



\* These results are some of the results of a mobile phone survey using the uchico Panel. Please contact us if you would like further details on this survey.

**Entrance exam community site “uchico”**

The entrance exam community site “uchico” is a free mobile entrance exam community site based on the concept “Encourage each other, teach each other, and study while having fun” that is run by Sammy NetWorks Co., Ltd. for junior high school and high school students. The site mainly offers contents that turn “study” into “fun,” such as a “mobile mock exam” where users can uncover their weak points in just 15 minutes, study material that can be studied without getting tired of it, and a bulletin board where users can exchange information with friends who are also hard at work on entrance exams. The site has more than 600,000 registered members.

**Free entrance exam community site uchico** URL: <http://uchico.jp/>  
**Sammy NetWorks Co., Ltd.** URL: <http://www.sammy-net.jp/>

**Profile of Macromill, Inc.**

Macromill, Inc. is a leading company in the field of net research, market research services that utilize the Internet. Macromill provides a variety of marketing research services targeting consumers in Japan and overseas, to assist companies with their marketing activities, such as developing products and improving services.

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Website: ■ [www.macromill.com](http://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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