



June 11, 2010

For Immediate Release

MACROMILL, INC.  
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## **Announcing Establishment of a Business Alliance with Yahoo Japan Corporation**

MACROMILL, INC. (the “Company”) hereby announces that its Board of Directors has resolved at a meeting held on June 11, 2010, to establish a business alliance with Yahoo Japan Corporation (“Yahoo”). Details are as follows:

### 1. Reasons for the business alliance

On June 11, 2010, the Company published the press release, “Announcing Signing of Absorption-Type Demerger Agreement for MACROMILL, INC. to Take Over Market Research Business of Yahoo Japan Value Insight Corporation (a Yahoo Subsidiary).”

By forming the alliance with Yahoo, the parent company of Yahoo Japan Value Insight Corporation (hereinafter referred to as “YVI”) in advance of the effect of the demerger, the Company aims to improve the competitiveness and quality of its services, enhance its corporate value, and expand its business activities through joint exploration and examination of the possibilities of creating new online marketing businesses of the new age.

### 2. Details of the business alliance

#### (1) Details of the business alliance

The business alliance agreement signed on June 11, 2010, provides that the Company and Yahoo cooperate with each other to examine and implement the creation of online marketing businesses of the new age.

#### (2) The number of shares of newly acquired by the counterpart and the percentage of its voting rights in the number of voting rights held by all shareholders

YVI, a consolidated subsidiary of Yahoo, will hold 22,992 new shares of the Company beginning August 1, 2010, as a result of the demerger. Because Yahoo, as a consequence, will directly and indirectly hold 37,992 shares of the Company, comprising 24.27% of the voting rights of all shareholders, Yahoo is expected to one of “Other Affiliates” of the Company.

For details, please refer to the press releases, “Announcing Signing of Absorption-Type Demerger Agreement for MACROMILL, INC. to Take Over Market Research Business of Yahoo Japan Value Insight Corporation (a Yahoo Subsidiary)” and “Announcing Changes to Largest Shareholder (Principal Shareholder) and Other Affiliates” published on June 11, 2010.

Yahoo has agreed that the percentage of issued shares of the Company held by Yahoo will not exceed 25% when the directly and indirectly held shares are combined. There is no plan to assign a Yahoo director to assume a position in the Company.

3. Overview of the alliance partner (as of March 31, 2010)

(1) Trade name	Yahoo Japan Corporation
(2) Head office location	9-7-1 Akasaka, Minato-ku, Tokyo, Japan
(3) Title/ Name of representative	President and CEO: Masahiro Inoue
(4) Business	Online advertising, e-commerce, membership services, and other businesses
(5) Capitalization	7,521 million yen
(6) Date of incorporation	January 31, 1996
(7) Number of shares issued	58,118,909
(8) Fiscal-year end	March 31
(9) Number of employees	3,560
(10) Major clients	General customers, corporations, etc.
(11) Major bankers	–
(12) Major shareholders and shareholdings	Softbank Corp.: 38.60% Yahoo! Inc. (standing proxy: Daiwa Securities Capital Markets Co., Ltd.): 34.78% SBBM Corporation: 3.31% Japan Trustee Services Bank, Ltd. (account in trust): 1.65% Master Trust Bank of Japan, Ltd. (account in trust): 1.32% Japan Trustee Services Bank, Ltd. (account in trust 9): 0.89%
(13) Relationships among the companies	
Capital relationship	Holds 10,000 common shares of the Company through the capital increase through private placement, for which the payment was completed on June 1, 2010.
Personnel relationship	There is no notable personnel relationship between the Company and the new company. There is no notable personnel relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
Business relationship	There is no notable business relationship between the Company and the new company. There is no notable business relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
Related parties	The new company is not a related party of the Company. The related parties and affiliated companies of the new company are not related parties of the Company.

(14) Results of operations and financial position in the last three years			
Fiscal year end	March 31, 2008	March 31, 2009	March 31, 2010
Consolidated net assets	250,672 million yen	236,469 million yen	312,273 million yen
Consolidated total assets	369,660 million yen	311,551 million yen	418,262 million yen
Consolidated net assets per share	4,100.94 yen	4,029.47 yen	5,335.79 yen
Consolidated net sales	262,027 million yen	265,754 million yen	279,856 million yen
Consolidated operating income	124,807 million yen	134,618 million yen	143,825 million yen
Consolidated ordinary income	121,511 million yen	132,912 million yen	143,360 million yen
Consolidated net income	62,617 million yen	74,715 million yen	83,523 million yen
Consolidated net income per share	1,035.27 yen	1,255.52 yen	1,438.23 yen
Dividends per share	104.00 yen	130.00 yen	288.00 yen

#### 4. Schedule

- (1) Meeting of Board of Directors                      June 11, 2010
- (2) Signing of business alliance agreement              June 11, 2010

#### 5. Future prospects

This will not affect the results for the period ending June 2010. The outlook for the period ending June 2011 is being examined at present and will be announced by the time of the announcement of the results of the period ending June 2010.