

FOR IMMEDIATE RELEASE

Announcing an Expansion of the QPR Product Purchase Research Service Using Portable Barcode Scanners to 10,000 Panelists

July 1, 2010
MACROMILL, INC.

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

On July 1st, Macromill Incorporated (Head Office: Minato-ku, Tokyo; Chairman and President: Tetsuya Sugimoto, hereinafter referred to as “Macromill”), together with Tokyu Agency Incorporated (Head Office: Minato-ku, Tokyo; Representative Director and President: Tsuneyasu Kuwahara, hereinafter referred to as “Tokyu Agency”), announced an upgrade, to take place from July 1, of the Quick Purchase Report (QPR) product purchase research service that they have been developing jointly, increasing the number of specialized QPR panelists to 10,000.

QPR is a product purchase research service that Macromill has been developing jointly with Tokyu Agency since December of 2007. This service collects and stores a huge volume of actual purchase data by first creating a team of specialized QPR monitors from the ranks of Macromill’s net research panelists, who are then provided with portable bar scanners which they use to transmit barcode data scanned from the products that they buy each day. Subscribing companies then use this data as chronological reports, which enable them to understand consumption patterns, such as the extent and frequency of the purchase of multiple categories of goods (for instance, food, beverages, and daily necessities), as well as purchase channels.

This upgrade will expand the total number of specialized QPR panelists to 10,000, by adding 4,000 new samples from the Hokkaido, Tokai, and Kyushu areas to the 6,000 existing samples in the Tokyo and Kinki areas. Enlarging the scope of panelist areas will make it possible to provide even more useful data, making it possible to track region-specific purchasing trends, as well as making it easier to track purchasing patterns for new products immediately after their release.

Details on the expansion of QPR panelists

	Until now	From July 1, 2010
Total	6,000 samples (males and females age 16 to 69*)	10,000 samples (males and females age 16 to 69*)
Existing Areas	Tokyo 3,800 samples	Tokyo 3,800 samples
	Kinki 2,200 samples	Kinki 2,200 samples
Expanded Areas		Hokkaido 1,000 samples
		Tokai 1,500 samples
		Kyushu 1,500 samples

* With respect to the gender and age attributes of QPR panelists, the panel was formed based on the population proportions in the national census.

* Using the data for the newly expanded areas is a fee-based option. Quotes for fees for this option will be made separately.

As consumers become increasingly diverse, the industry has been clamoring for useful data in order to formulate marketing strategies. By enhancing the QPR data provision service to be able to accurately track consumer spending patterns based on real purchase data, Macromill and Tokyu Agency will enhance their support for manufacturers as they develop and improve products, and formulate marketing strategies.

About QPR

The QPR service is a service for product purchasing research that was started by Tokyu Agency in 1987, at which time it was the first service in Japan to offer product purchase research by using scan panels over a wide area. Macromill has been jointly developing the QPR service with Tokyu since December of 2007. This service collects and stores scan data about day to day purchases by creating a team of 10,000 specialized QPR monitors from the ranks of Macromill's panelists, who are provided with portable barcode scanners. This data can then be used to track actual consumer purchases in greater detail, through chronological reports and follow-up surveys.

For detailed information on the QPR service, please visit the following link:

<http://www.macromill.com/service/qpr/qpr.html>

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.

Company name:	■ Macromill, Inc.
Head office:	■ 11F Shinagawa East One Tower, 2-16-1 Konan, Minato-ku, Tokyo
Website:	■ www.macromill.com/
Established:	■ January 31, 2000
Capital:	■ ¥1,597.85 million *As of June 1, 2010
Listed exchange	■ First Section of the Tokyo Stock Exchange (code no.: 3730)
Representative:	■ Tetsuya Sugimoto, Representative Director and Chairman
Employees:	■ 297 (includes 11 contract employees) *As of May 31, 2010
Business operations:	■ Market research utilizing the Internet (net research)

Profile of Tokyu Agency Inc.

Company name:	■ Tokyu Agency, Inc.
Head office:	■ 4-8-18 Akasaka, Minato-ku, Tokyo
Website:	■ http://www.tokyu-agc.co.jp/
Established:	■ March 1, 1961
Capital:	■ 3,637.5 million yen
Representative:	■ Tsuneyasu Kuwahara, Representative Director and President
Employees:	■ 857 *As of March 31, 2010
Business operations:	■ General advertising agency

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