



August 2, 2010

For Immediate Release

MACROMILL, INC.
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**Announcing Completion of Absorption-Type Demerger
(Acquisition of Marketing Research Business of Yahoo Value Insight Corporation)**

Macromill, Inc. (the “Company”) is pleased to announce that it has acquired the marketing research business of Yahoo Japan Value Insight Corporation through an absorption-type demerger effective August 1, 2010, as notified in the press release of June 11, 2010 titled “Announcing Conclusion of Absorption-Type Demerger Agreement on Acquisition of Marketing Research Business of Yahoo Value Insight by Macromill Inc.”

The Company currently intends to announce its financial results forecast for the fiscal year ending June 30, 2011 at the financial results announcement scheduled on August 13, 2010.