



August 13, 2010

For Immediate Release

MACROMILL, INC.
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Announcing Payment of Commemorative Dividend

MACROMILL, INC. (the “Company”) is pleased to announce that, at a meeting of the Board of Directors held August 13, 2010, the Company passed a resolution on the dividend forecast for the fiscal year ending June 30, 2011. Details are as follows:

1. Dividend forecast for the fiscal year ending June 30, 2011

Base Date	Dividend per share (yen)		
	2 nd Quarter (of which, commemorative dividend)	Year-End	Total (of which, commemorative dividend)
Dividend forecast for the fiscal year ending June 30, 2011	2,000.00 yen (500.00 yen)	1,800.00 yen	3,800.00 yen (500.00 yen)
(For reference)			
Expected dividend for fiscal year ended June 30, 2010	1,500.00 yen	1,800.00 yen	3,300.00 yen
Actual dividend for fiscal year ended June 30, 2009	1,500.00 yen	1,800.00 yen	3,300.00 yen

2. Reason

The Company took over the marketing research business of Yahoo Japan Value Insight Corporation effective August 1, 2010 and has completed business integration. This year also marks the Company’s tenth anniversary. The Company would like to take this opportunity to express its sincere appreciation to all its shareholders and other stakeholders for their generous support.

In appreciation of the continued support of all its shareholders, the Company will pay a total annual dividend of 3,800 yen per share for the fiscal year ending June 30, 2011; comprised of a commemorative dividend of 500 yen per share in addition to the ordinary dividend of 3,300 yen per share.

The Company will keep its year-end dividend for the fiscal year ended June 30, 2010 unchanged at 1,800 yen.