



September 24, 2010

For Immediate Release

MACROMILL, INC.
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(Code no.: 3730, First Section of Tokyo Stock Exchange)
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Announcing Basic Agreement on the Establishment of a New Company

Macromill, Inc. (the “Company”) is pleased to announce that, at a meeting held on September 24, 2010, its Board of Directors reached a basic agreement with Hakuholdo DY Holdings Incorporated (“Hakuholdo DY Holdings”) and Tokyu Agency Inc. (“Tokyu Agency”) to establish a new company with the purpose of collecting and selling data on consumer purchases. The new company will become a consolidated subsidiary in which the Company will have an 82% stake. The Company will advance discussions to establish the new company by the middle of January 2011.

1. Reason for establishing new company

Interest in consumer purchasing data is increasing, as consumers’ penny-pinching tendencies and the diversification of lifestyles make businesses to turn to services that enable them to track customer trends from new perspectives.

The Company and Tokyu Agency jointly provide the QPR (Quick Purchase Report) service*, a one-stop shop for data on actual purchases and consumer attitudes. The service is popular especially among manufacturers of food, beverages and daily necessities, and has also attracted a great deal of attention from marketing support firms such as advertising agencies and distribution firms in recent years.

However, the Company decided it was necessary to enhance the service and provide/generate reliable panel data that will permit businesses to conduct marketing activities based on research into consumer purchasing patterns.

As an initial step, the Company has reached a basic agreement with Tokyu Agency, which has many years experience providing product selection research, and Hakuholdo DY Holdings, which is pursuing next-generation, comprehensive marketing solutions, to establish a new company with the purpose of collecting and selling data on consumer purchases, joining forces with them to co-finance the new company. The Company will also conduct a widespread search for investors in the new company even after establishing it, with the aim of making the data provided by the new company the de facto standard in the industry.

* Refers to a database of purchase data collected by portable scanners and a related service operated jointly by the Company and Tokyu Agency.

2. Outline of the new company (planned)

(1) Trade name	To be determined	
(2) Location	To be determined	
(3) Title/ Name of representative	To be determined	
(4) Business	Collection and sale of data on consumer product purchases	
(5) Capitalization	400 million yen (capital to be invested 800 million yen)	
(6) Date of incorporation	Middle of January 2011 (planned)	
(7) Shareholder composition	Macromill, Inc. 82% (planned) Hakuhodo DY Holdings Incorporated 15% (planned) Tokyu Agency Inc. 3% (planned)	
(8) Relationships between the listed company and the new company	Capital relationship	There is no notable capital relationship between the Company and the new company. There is no notable capital relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
	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.

3. Outline of shareholders

[Hakuhodo DY Holdings] As of March 31, 2010

(1) Trade name	Hakuhodo DY Holdings Incorporated
(2) Location	Akasaka Biz Tower 5-3-1 Akasaka, Minato-ku, Tokyo
(3) Title/ Name of representative	Hirokazu Toda, President & Representative Director
(4) Business	Operation and management of subsidiaries that provide general marketing and communication services to advertisers and other clients
(5) Capitalization	10,000 million yen
(6) Date of incorporation	October 1, 2003
(7) Net assets	208,802 million yen
(8) Total assets	456,313 million yen
(9) Major shareholders and shareholdings	The Hakuho Foundation 18.17% General Incorporated Association Hakusei-kai 5.21% Hakuhodo DY Holdings Employees' Shareholdings Association 3.76% Motoko Nakamoto 3.22%

(10) Relationships between the listed company and the new company	Capital relationship	There is no notable capital relationship between the Company and the new company. There is no notable capital relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
	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.

[Tokyu Agency] As of March 31, 2010

(1) Trade name	Tokyu Agency Inc.	
(2) Location	4-8-18 Akasaka, Minato-ku, Tokyo	
(3) Title/ Name of representative	Tsuneyasu Kuwahara, President and Representative Director	
(4) Business	General advertising agency	
(5) Capitalization	3,637 million yen	
(6) Date of incorporation	March 1, 1961	
(7) Net assets	6,115 million yen	
(8) Total assets	30,685 million yen	
(9) Major shareholders and shareholdings	Tokyu Corporation 66.6% Tokyu Agency Employees' Shareholdings Association 7.7% Tokyu Department Store Company, Limited 7.3%	
(10) Relationships between the listed company and the new company	Capital relationship	There is no notable capital relationship between the Company and the new company. There is no notable capital relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the new company.
	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	The QPR (Quick Purchase Report) business is operated jointly.
	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.

4. Financial results of each company

	Macromill FY ended June 30, 2010	Hakuhodo DY Holdings FY ended March 31, 2010	Tokyu Agency FY ended March 31, 2010
(1) Net sales	7,353 million yen	917,065 million yen	95,634 million yen
(2) Ordinary income	2,135 million yen	8,194 million yen	45 million yen
(3) Net income	1,266 million yen	1,277 million yen	-622 million yen

5. Schedule

Meeting of Board of Directors: Basic agreement: September 24, 2010

Establishment of new company: Middle of January 2011 (planned)

Other specific schedule will be announced as soon as they have been determined.

6. Outlook

The impact on the consolidated financial results of the Company for the fiscal year ending June 30, 2011 has yet to be determined, and will be announced separately as soon as it has been ascertained.

The sale of data and the provision of marketing services currently conducted by the Company and Tokyu Agency will be maintained as in the past. The Company will set up a system to consistently provide data on consumer purchases to advertising agencies and general business corporations, including Macromill, with the new company as a starting point. With the aim of making the QPR business the de facto standard, the quality of product purchase data will be improved by expanding areas and the number of samples.

The Company will consider a specific scheme to establish the new company and specific methods to seek companies that will invest in the new company after it has been established.