



February 14, 2011

For Immediate Release

MACROMILL, INC.

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

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Announcing Merger (Short-Form Merger) with a Consolidated Subsidiary

MACROMILL, INC. (hereinafter referred to as “the Company”) hereby announces that its Board of Directors has resolved at a meeting held on February 14, 2011, to merge with Brand Data Bank, Inc. (hereinafter referred to as “Brand Data Bank”), a wholly owned subsidiary.

Since the merger is a short-form merger with a wholly owned subsidiary, part of the required disclosures are omitted. The details of the mergers are as follows:

1. Purpose

The Company has decided to merge with Brand Data Bank, a wholly owned subsidiary, to consolidate the management resources of the Group and streamline the organization, enhancing collaboration with the marketing database business (*1) for internal and external use and the online research business using an automated Internet research system of Brand Data Bank.

*1 Marketing data business provided by Brand Data Bank

Brand Data Bank has built a database of the ownership of brands of products and companies in about 130 categories, based on consumer research of about 30,000 people, and provide Brand Data Bank, a marketing tool enabling a range of analyses on the Internet, based on comparisons of the profiles (attributes) of the owners and consumers’ preferences. Advertising agencies and marketing staff of consumer product manufacturers that use the tool can obtain detailed information on brands supported by target consumers and consumers’ preferences and can use the information for development of marketing strategies and products.

2. Outline of the merger

(1) Schedule

Board of Directors meeting resolving the merger	February 14, 2011
Conclusion of the merger agreement	February 14, 2011
Shareholders’ meeting to approve the merger agreement	No shareholders’ meeting will be convened (*2)
Date of the merger (effective date)	April 1, 2011 (plan)

*2 The merger is a short form merger under Article 796, Paragraph 3 of the Companies Act for the Company and a short form merger under Article 784, Paragraph 1 of the Companies Act for Brand Data Bank. Neither company will hold a shareholders’ meeting to approve the merger.



(2) Formalities of the merger

The merger will be a consolidation takeover where the Company will be a surviving company, and Brand Data Bank will cease to exist.

(3) Turning over of assets associated with the merger

Since Brand Data Bank is a wholly owned subsidiary of the Company, the Company will not issue new shares, increase capital, or turn over assets in association with the merger.

(4) Handling of new share subscription rights and corporate bonds with new share subscription rights

Not applicable, because Brand Data Bank has no new share subscription rights or corporate bonds with new share subscription rights.

3. Profiles of merging companies (as of December 31, 2010)

	Surviving company	Company ceasing to exist
(1) Trade name	Macromill, Inc.	Brand Data Bank, Inc.
(2) Business	<ul style="list-style-type: none"> •Online marketing research (marketing research using online panels) •Mobile marketing research (marketing research by mobile phones) •Global marketing research (international marketing research using online panels) •Consumer buying patterns research and consumer buying data (QPR™) •ASP business based on the proprietary, Internet-driven Automatic Internet Research System (AIRs) •Internet marketing research planning/design and creation of analytical reports •Other research services (qualitative research, etc.) and marketing consulting 	<ul style="list-style-type: none"> •Marketing database business
(3) Date of incorporation	January 31, 2000	September 20, 2001
(4) Head office	2-16-1 Konan, Minato-ku, Tokyo	2-16-1 Konan, Minato-ku, Tokyo
(5) Representative	Tetsuya Sugimoto, Chairman & President	Masanobu Takeda, Chairman & Representative Director
(6) Capitalization	1,597 million yen	27 million yen
(7) Number of shares issued	161,578 shares	540 shares
(8) Net assets	10,914 million yen (consolidated)	61 million yen
(9) Total assets	13,899 million yen (consolidated)	83 million yen
(10) Net assets per share	70,965.55 yen (consolidated)	112,379.36 yen



(11)	Net sales (Fiscal year ending June 30, 2010)	7,353 million yen (consolidated)	106 million yen
(12)	Operating income (Fiscal year ending June 30, 2010)	2,129 million yen (consolidated)	21 million yen
(13)	Ordinary income (Fiscal year ending June 30, 2010)	2,135 million yen (consolidated)	22 million yen
(14)	Net income (Fiscal year ending June 30, 2010)	1,266 million yen (consolidated)	13 million yen
(15)	Net income per share (Fiscal year ending June 30, 2010)	10,182.23 yen (consolidated)	23,822.24 yen
(16)	Fiscal-year end	June 30	June 30
(17)	Major shareholders and shareholdings	VIPS Corporation: 14.99% Yahoo Japan Corporation: 9.78% Vanilla Sky Co., Ltd.: 7.55% Japan Trustee Services Bank, Ltd. (account in trust): 6.34% Goldman Sachs International: 5.31% Satoshi Shibata: 4.02% Tetsuya Sugimoto: 3.26% (*3)	Macromill, Inc.: 100.00%

*3 Macromill, Inc. holds 8,223 shares of treasury stock as of the end of December 2010, but is not included among the large shareholders. The shareholding has been calculated after subtracting the 8,223 shares of treasury stock. One large shareholder, Vanilla Sky Co., Ltd. is a corporation in which Tetsuya Sugimoto, Chairman & President of Macromill, Inc., concurrently holds the position of representative director.

4. Profile of the Company after the merger

(1)	Trade name	Macromill, Inc.
(2)	Business	<ul style="list-style-type: none"> •Online marketing research (marketing research using online panels) •Mobile marketing research (marketing research by mobile phones) •Global marketing research (international marketing research using online panels) •Consumer buying patterns research and consumer buying data (QPR™) •ASP business based on the proprietary, Internet-driven Automatic Internet Research System (AIRs) •Internet marketing research planning/design and creation of analytical reports •Other research services (qualitative research, etc.) and marketing consulting •Marketing database business
(3)	Head office	2-16-1 Konan, Minato-ku, Tokyo
(4)	Representative	Tetsuya Sugimoto, Chairman & President



(5)	Capitalization	1,597 million yen
(6)	Fiscal-year end	June 30

5. Future prospects

Since the merger is a merger between the Company and a wholly owned subsidiary of the Company, it does not have any effects on consolidated results.

(Reference) Consolidated results forecasts for the current fiscal year (announced on January 28, 2001) and consolidated results for the previous fiscal year

	Net sales	Operating income	Ordinary income	Net income
Consolidated results of the first half of the current year (announced on February 14, 2011)	6,283	1,425	1,449	684
Forecasts for consolidated results of the current year (ending June 30, 2011)	12,992	2,995	3,039	1,594
Consolidated results of the previous year (ended June 30, 2010)	7,353	2,129	2,135	1,266