



February 16, 2011

For Immediate Release

MACROMILL, INC.

Company Representative: Tetsuya Sugimoto, Chairman and President  
(Code no.: 3730, First Section of Tokyo Stock Exchange)

Contact for further information:  
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### **Announcing Transfer of Part of Equity in a Consolidated Subsidiary (Corrections)**

Please correct “Announcing Transfer of Part of Equity in a Consolidated Subsidiary” announced on February 14, 2011 as follows:

Corrections (underlined)

(Page 1) 1. Reason of the transfer

(Before a correction)

The Company established M-CUBE AND ASSOCIATES, INC. (hereinafter “M-CUBE”), which was intended to gather and sell consumer purchasing data jointly with Hakuholdo DY Holdings and Tokyu Agency, on January 11, 2011. Aiming to make the consumer purchasing data of M-CUBE standard data in individual industries, the Company has strategically solicited investments in M-CUBE since its establishment.

As described in Announcing the Establishment of a New Company dated December 27, 2010, the Company concluded a basic agreement with MCCANN WORLDGROUP HOLDINGS on investment in M-CUBE, and an investment by that company has been decided. The Company will transfer part of its equity to MCCANN WORLDGROUP HOLDINGS.

(After a correction)

The Company established M-CUBE AND ASSOCIATES, INC. (hereinafter “M-CUBE”), which was intended to gather and sell consumer purchasing data jointly with Hakuholdo DY Holdings and Tokyu Agency, on January 11, 2011. Aiming to make the consumer purchasing data of M-CUBE standard data in individual industries, the Company has strategically solicited investments in M-CUBE since its establishment.

As described in Announcing the Establishment of a New Company dated December 27, 2010, the Company concluded a basic agreement with MCCANN WORLDGROUP HOLDINGS on investment in M-CUBE, and an investment by that company has been decided. In addition, an investment by Video Research Ltd. has also been decided. The Company will transfer part of its equity to those companies.

(Page 2) 3. Profile of the transferee

(Before a correction)

3. Profile of the transferee (as of December 27, 2010)

(1)	Trade name	MCCANN WORLDGROUP HOLDINGS	
(2)	Location	1-1-1 Minami-Aoyama, Minato-ku, Tokyo	
(3)	Title/name of representative	Michael MacLaren, President & CEO	
(4)	Business	Management and operation of subsidiaries that provide general marketing and communication services to advertisers and other clients	
(5)	Capitalization	497 million yen	
(6)	Date of incorporation	December 16, 1960	
(7)	Net sales	Not published	
(8)	Relationships between the listed company and the new company	Capital relationship	There is no notable capital relationship between the Company and the transferee. 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 transferee.
		Personnel relationship	There is no notable personnel relationship between the Company and the transferee. 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 transferee.
		Business relationship	There is no notable business relationship between the Company and the transferee. 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 transferee.
		Related parties	The transferee is not a related party of the Company. The related parties and affiliated companies of the transferee are not related parties of the Company.

(After a correction)

3. Profile of the transferee

[MCCANN WORLDGROUP HOLDINGS (as of December 27, 2010)]

(1)	Trade name	MCCANN WORLDGROUP HOLDINGS	
(2)	Location	1-1-1 Minami-Aoyama, Minato-ku, Tokyo	
(3)	Title/name of representative	Michael MacLaren, President & CEO	
(4)	Business	Management and operation of subsidiaries that provide general marketing and communication services to advertisers and other clients	
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		Personnel relationship	There is no notable personnel relationship between the Company and the transferee. 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 transferee.

	Business relationship	There is no notable business relationship between the Company and the transferee. 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 transferee.
	Related parties	The transferee is not a related party of the Company. The related parties and affiliated companies of the transferee are not related parties of the Company.

[Video Research Ltd. (as of April 2010)]

(1)	<u>Trade name</u>	<u>Video Research Ltd.</u>
(2)	<u>Location</u>	<u>3-6-17 Sanbancho, Chiyoda-ku, Tokyo</u>
(3)	<u>Title/name of representative</u>	<u>Itsuma Wakasugi, President &amp; CEO</u>
(4)	<u>Business</u>	<u>TV ratings surveys and surveys of other media, and marketing surveys relating primarily to advertisements and products</u>
(5)	<u>Capitalization</u>	<u>220.50 million yen</u>
(6)	<u>Date of incorporation</u>	<u>September 20, 1962</u>
(7)	<u>Net sales</u>	<u>Not published</u>
(8)	<u>Relationships between the listed company and the new company</u>	
	<u>Capital relationship</u>	<u>There is no notable capital relationship between the Company and the transferee. 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 transferee.</u>
	<u>Personnel relationship</u>	<u>There is no notable personnel relationship between the Company and the transferee. 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 transferee.</u>
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	<u>Related parties</u>	<u>The transferee is not a related party of the Company. The related parties and affiliated companies of the transferee are not related parties of the Company.</u>

(Page 2) 4. Ratio of the shares to be transferred and equity before and after the transfer

(Before a correction)

(1)	Equity contribution before the transfer	81.875%
(2)	Shares to be transferred	<u>1.000%</u>
(3)	Equity contribution after the transfer	80.875%

(After a correction)

(1)	Equity contribution before the transfer	81.875%
(2)	Shares to be transferred	<u>2.000%</u>
(3)	Equity contribution after the transfer	<u>79.875%</u>

(Page 3) (Reference) Shareholder composition of M-CUBE AND ASSOCIATES, INC.

(Before a correction)

	When established (January 11, 2011)	After the transfer (plan)
Shareholder composition	Macromill, Inc.: 81.875%	Macromill, Inc.: <u>80.875%</u>
	Hakuhodo DY Holdings Incorporated: 15.000%	Hakuhodo DY Holdings Incorporated: 15.000%
	Tokyu Agency Inc.: 3.125%	Tokyu Agency Inc.: 3.125%
		McCann Worldgroup Holdings 1.000%

(After a correction)

	When established (January 11, 2011)	After the transfer (plan)
Shareholder composition	Macromill, Inc.: 81.875%	Macromill, Inc.: <u>79.875%</u>
	Hakuhodo DY Holdings Incorporated: 15.000%	Hakuhodo DY Holdings Incorporated: 15.000%
	Tokyu Agency Inc.: 3.125%	Tokyu Agency Inc.: 3.125%
		McCann Worldgroup Holdings 1.000%
		<u>Video Research Ltd. 1.000%</u>

A corrected announcement is attached below.



February 14, 2011

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Yasuhiro Kihara, Chief Financial Officer and Senior Executive Officer  
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### Announcing Transfer of Part of Equity in a Consolidated Subsidiary

MACROMILL, INC. (hereinafter referred to as “the Company”) is pleased to announce that the Board of Directors resolved at a meeting held on February 14, 2011 that the Company will transfer part of its equity contribution in M-CUBE AND ASSOCIATES, INC., a consolidated subsidiary of the Company.

#### 1. Reason of the transfer

The Company established M-CUBE AND ASSOCIATES, INC. (hereinafter “M-CUBE”), which was intended to gather and sell consumer purchasing data jointly with Hakuhodo DY Holdings and Tokyu Agency, on January 11, 2011. Aiming to make the consumer purchasing data of M-CUBE standard data in individual industries, the Company has strategically solicited investments in M-CUBE since its establishment.

As described in Announcing the Establishment of a New Company dated December 27, 2010, the Company concluded a basic agreement with MCCANN WORLDGROUP HOLDINGS on investment in M-CUBE, and an investment by that company has been decided. In addition, an investment by Video Research Ltd. has also been decided. The Company will transfer part of its equity to those companies.

#### 2. Profile of the consolidated subsidiary

(1)	Trade name	M-CUBE AND ASSOCIATES, INC.
(2)	Location	2-16-1 Konan, Minato-ku, Tokyo
(3)	Title/name of representative	Katsumi Konishi, President & Representative Director
(4)	Business	1. Creation, operation and management of consumer research panels 2. Collection and sale of purchasing pattern and lifestyle behavior data 3. Online market research and analysis 4. Research planning and design, aggregation and analysis services 5. Development of marketing systems 6. Research and marketing consulting business 7. All business incidental to the foregoing
(5)	Capitalization	400 million yen
(6)	Date of incorporation	January 11, 2011

(7)	Shareholder composition	Macromill, Inc.: 81.875% Hakuhodo DY Holdings Incorporated: 15.000% Tokyu Agency Inc.: 3.125%	
(8)	Relationships between the listed company and the new company	Capital relationship	The Company holds 81.875% of the stock of the subsidiary.
		Personnel relationship	The Company has dispatched the President, a Director, and an Auditor to the subsidiary.
		Business relationship	The subsidiary provides consumer purchasing data to the Company.

### 3. Profile of the transferee

[MCCANN WORLDGROUP HOLDINGS (as of December 27, 2010)]

(1)	Trade name	MCCANN WORLDGROUP HOLDINGS	
(2)	Location	1-1-1 Minami-Aoyama, Minato-ku, Tokyo	
(3)	Title/name of representative	Michael MacLaren, President & CEO	
(4)	Business	Management and operation of subsidiaries that provide general marketing and communication services to advertisers and other clients	
(5)	Capitalization	497 million yen	
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(7)	Net sales	Not published	
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[Video Research Ltd. (as of April 2010)]

(1)	Trade name	Video Research Ltd.	
(2)	Location	3-6-17 Sanbancho, Chiyoda-ku, Tokyo	
(3)	Title/name of representative	Itsuma Wakasugi, President & CEO	
(4)	Business	TV ratings surveys and surveys of other media, and marketing surveys relating primarily to advertisements and products	
(5)	Capitalization	220.50 million yen	
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	Related parties	The transferee is not a related party of the Company. The related parties and affiliated companies of the transferee are not related parties of the Company.

#### 4. Ratio of the shares to be transferred and equity before and after the transfer

(1)	Equity contribution before the transfer	81.875%
(2)	Shares to be transferred	2.000%
(3)	Equity contribution after the transfer	79.875%

#### 5. Schedule

Meeting of Board of Directors: February 14, 2011

Date of transfer: February 25, 2011 (plan)

#### 6. Future prospects

The effect of the transfer of part of the equity contribution in the subsidiary on consolidated results will be minor.

(Reference) Shareholder composition of M-CUBE AND ASSOCIATES, INC.

	When established (January 11, 2011)		After the transfer (plan)	
Shareholder composition	Macromill, Inc.:	81.875%	Macromill, Inc.:	80.875%
	Hakuhodo DY Holdings Incorporated:		Hakuhodo DY Holdings Incorporated:	
		15.000%		15.000%
	Tokyu Agency Inc.:	3.125%	Tokyu Agency Inc.:	3.125%
			McCann Worldgroup Holdings	1.000%

(Reference) Macromill's business forecast for the current period (announced January 28, 2011) and consolidated results of the previous year

(Million yen)

	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