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For Immediate Release

MACROMILL, INC.

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### **Announcing Donations for Victims of the Earthquake in Tohoku Region**

MACROMILL, INC. (hereinafter referred to as “the Company”) is pleased to announce that the Company will carry out the initiatives described below to give support to the areas affected by the March 11 earthquake that hit the Tohoku region.

We express our heartfelt sympathy to the victims, their families, and people related to them, and hope for the earliest reconstruction of the affected areas.

#### (1) Donations for victims and disaster areas

The Company will donate 10 million yen to victims through the Japanese Red Cross Society.

#### (2) Fund-raising survey

The Company has thought carefully about what it could do as a research company in response to this unprecedented disaster and has decided to conduct a fund-raising survey of MACROMILL panelists nationwide. The Company will receive messages for the victims and will post them on its website soon. All points given to responses to the questionnaire\* will be donated through the Company to organizations such as the Japanese Red Cross Society.

\* MACROMILL will donate a reward for each response, 20 points (worth 20 yen).

#### (3) Fund raising through MACROMILL points

The Company is asking for donations of points that MACROMILL panelists hold. The Company will in turn donate all points donated from panelists to organizations such as the Japanese Red Cross Society.