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For Immediate Release
(English translation from the original Japanese-language document)

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(Stock code: 2371; First Section of the Tokyo Stock Exchange)
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"Report on Site Access Status" - Announcement of Change in Method of Disclosure

Kakaku.com Inc hereby announces that it has decided to revise the disclosure method for site access status. Details are as follows;

Reason for decision to discontinue disclosure

Until now, the Company has disclosed users and page views per month for its *Kakaku.com*, *tabelog*, *4travel*, and *Sumaity* sites. However, amid the changing industry environment surrounding the Company, it has decided to discontinue disclosure of changes in these monthly statistics since it has become clear that there is no correlation between them and actual earnings.

As of now, we envisage a 15% year-on-year increase in January 2014 sales, with a 5% rise in the number of users per month for *Kakaku.com* sales, and a 86% year-on-year increase in January 2014 sales, with a 27% rise in the number of users per month for the *tabelog* business. In January 2013, *Kakaku.com* sales showed an 18% year-on-year increase and a 19% rise in the number of users per month, while the *tabelog* business saw its sales increase 63% year on year, along with a 28% rise in the number of users per month. These figures indicate that the correlation between the number of users per month and actual earnings is less marked than it was the previous year.

The Company will continue to disclose the number of page views and users per month for each quarter in its results briefing materials.