February 19, 2014

For Immediate Release

(English translation from the original Japanese-language document)

Company name: Kakaku.com, Inc.

Representative: Minoru Tanaka, President and Representative Director

(Stock code: 2371; First Section of the Tokyo Stock Exchange)

Contact: Hirofumi Hirai, Senior Managing Executive Officer, General Manager of Administration Division

Phone: +81 3-5725-4554

Notice of Organizational and Personnel Changes

Kakaku.com, Inc. (the "Company") hereby announces the following organizational and personnel changes.

1. Organizational changes (effective April 1, 2014)

To expedite new businesses and better accommodate rapid business expansion on a company-wide basis, the Company will:

(1) Split the Shopping Division's Shopping Media Department into a Media Planning Department, to be in charge of planning services and content, and a Media Production Department, which will handle operational functions such as content production and database development;

(2) Establish a new Systems Department within the Service Division to develop services;

(3) Reorganize the Tabelog Division's Sales Department, Media Development Department, Online Reservation Business Department and Systems Department into a Restaurant Business Department, User Business Department and Service Development Department in accord with business expansion policies; and

(4) Establish a new Planning Office within the Administrative Division to formulate capital policies, manage Board of Directors' meetings, and implement various projects in administrative organizations.

2. Personnel changes (effective April 1, 2014)

(1) Directors

New position	Name	Current position
Director Business Development Department General Manager	Shonosuke Hata	Director
Director Kakaku.com Insurance, Inc. President and Representative Director	Taizo Ieuji	Director Core Price, Inc. Representative Director

(2) Executive officers

New position	Name	Current position
Senior Managing Executive Officer Administrative Division General Manager Kakaku.com Insurance, Inc. Chairman	Ichiro Sakuta	Kakaku.com Insurance, Inc. President and Representative Director

Managing Executive Officer Media Creative Department General Manager	Takeshi Kamada	Senior Executive Officer Media Creative Department General Manager
Senior Executive Officer and Sales Division General Manager	Kimihiro Murakami	Executive Officer Sales Division/ Media Marketing/ Sales Planning Department General Manager
Senior Executive Officer and Shopping Division General Manager	Hitoshi Ishii	Executive Officer Shopping Division General Manager and Shopping Media Department General Manager
Executive Officer Financial Service Division General Manager and Financial Service Department Manager	Go Kawasaki	Financial Service Division General Manager/ Financial Service Department General Manager
Executive Officer Tabelog Division General Manager	Tetsuro Nakamura	Tabelog Division General Manager Sales Department/ Media Development General Manager
Executive Officer Legal Department General Manager	Kiyoaki Shirakawa	Legal Department General Manager
Executive Officer Management Planning Department General Manager and Planning Office Manager	Takaya Takeuchi	Business Development Department General Manager

(3) General Managers

New position	Name	Current position
Communication Services Division General Manager and Communication Services Department Manager Core Price, Inc. President and Representative Director	Mitsuhiro Sakusabe	Management Planning Department General Manager
Service Division General Manager and yoyaQ Department General Manager	Ryu Shibaki	Service Division General Manager

(4) Department/ Office Managers

New position	Name	Current position
Shopping Division, Media Planning Department Manager	Akira Kamiyama	Shopping Division, Shopping Media Department Manager
Shopping Division, Media Production Department Manager	Toshiyuki Sho	Shopping Division, Shopping Media Department Manager
Service Division, System Department Manager	Hirotaka Maniwa	Shopping Division, System Department Assistant Manager
Tabelog Division, Restaurant Business Department Manager	Kanako Miyazaki	Tabelog Division, Online Reservation Department Manager

Tabelog Division, User Business Department Manager	Yoshihide Ito	Tabelog Division, Media Development Department
Tabelog Division, Service Development Department Manager	Hiroki Doi	Tabelog Division, System Department Manager
Sales Division, Media Marketing Department Manager	Hiromichi Ide	Sales Division, Media Marketing Department Manager
Sales Division, Sales Planning Department Manager	Keisuke Ogishima	Sales Division, Sales Planning Department Manager
Administrative Division, Accounting Department General Manager and Planning Office Manager	Hanae Nakajima	Management Planning Department, Planning Office Manager
Administrative Division Assistant Manager and General Affairs Department Manager	Hideki Inoue	4travel, Inc. president and Representative Director

(5) Directors of Subsidiaries

New position	Name	Current position
4travel, Inc. President and Representative Director	Seishi Yasunaga	Communication Services Division General Manager and Communication Services Department Manager
4travel, Inc. Director	Hirofumi Hirai	Senior Managing Executive Officer Administrative Division General Manager and General Affairs Department Manager
4travel, Inc. Director	Hiroshi Okubo	Service Division, yoyaQ Department Manager
Kakaku.com Insurance, Inc. Director	Mitsuhiro Ogata	Kakaku.com Insurance, Inc. Management Planning Department General Manager and Planning Office Manager

For Reference: Organization Chart (As of April 1, 2014)

