May 21, 2014

For Immediate Release

(English translation of the original Japanese document)

Company name: Kakaku.com, Inc.
Representative: Minoru Tanaka, President and Representative Director
(Stock code: 2371; First Section of the Tokyo Stock Exchange)
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Notice of Partial Amendment to the Articles of Incorporation

Kakaku.com, Inc. (the "Company") hereby announces that at a meeting held on May 21, 2014, the Board of Directors resolved to submit a proposal for partial amendment to the Articles of Incorporation at the 17th ordinary general meeting of shareholders to be held on June 24, 2014.

1. Reason for the amendment

The Company proposes to add a business purpose to Article 2: Purpose of the current Articles of Incorporation to clarify the Company's business activities in accordance with the current state of the business and prepare for diversification of business activities.

2. Details of the amendment

The details of the amendment are as follows.

(Amended text is underlined.)

Current text	Text after amendment
Section 1 General Provisions	Section 1 General Provisions
Article 2: Purposes	Article 2: Purposes
The purposes of the Company shall be to engage in the following businesses.	(Unchanged)
1.through 34. (Text omitted)	1. through 34. (Unchanged)
(Newly added)	35. The planning, manufacture, and sale of goods
35. All business incidental or related to those mentioned in the preceding items	36. (Unchanged)

3. Schedule

Date of the ordinary general meeting of shareholders for the partial amendment to the Articles of Incorporation: June 24, 2014 (planned)

Effective date of the partial amendment to the Articles of Incorporation: June 24, 2014 (planned)