June 30, 2014

For Immediate Release

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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Matters Concerning Controlling Shareholders, etc.

Kakaku.com, Inc. (the "Company") announced today that matters concerning controlling shareholders, etc. pertaining to other associated companies Digital Garage, Inc. and DENTSU INC. are as follows.

1. Trade name, etc. of parent company, controlling shareholder (excluding the parent company), or other associated company

(As of March 31, 2014)

Name	Relationship	Percentage of voting rights (%)			Financial instruments exchange on which issued shares are listed
		Direct holding	Holding to be combined	Total	
Digital Garage, Inc.	Other associated company	20.83	—	20.83	Osaka Securities Exchange (JASDAQ Market)
DENTSU INC.	Other associated company	15.62	—	15.62	Tokyo Stock Exchange (First Section)

2. Position of listed companies in the corporate group of the parent company, etc. and other relationship between the listed companies and the parent company, etc.

As of March 31, 2014, Digital Garage, Inc. ("DG") and Dentsu Inc. ("DENTSU") are other associated companies who respectively hold 20.83% and 15.62% of the Company's voting rights.

The Company and DENTSU have signed a letter of intent concerning a business alliance for the purpose of demonstrating further synergies to advance the Internet advertising and digital marketing business and develop the businesses of both companies in fields such as the development of business intelligence operations that utilize a variety of data.

With regard to personal relationships as of June 24, 2014, the representative director of DG serves as a non-executive director of the Company, one of the Company's 11 directors, while a director of DENTSU serves as an outside director of the Company. The Company invited each to serve for the purpose of obtaining advice concerning the business of the Kakaku.com Group.

No material contracts that inhibit the Company's independence exist between the associated companies and the parent company, etc., there are no restrictions on engagement in business activities, and the Company's independence is secured.

Positions held concurrently by officers of the Company

(As of June 24, 2014)

Position	Name	Position at parent company or other companies associated with the Group	Reason for appointment
Chairman of the Board and Directors (non-executive)	Kaoru Hayashi	Representative director & CEO and Group CEO, Digital Garage, Inc.	To obtain general advice concerning management
Director	Kenji Fujiwara	Outside director, Digital Garage, Inc.	To obtain general advice concerning management
Outside director	Ryuhei Akiyama	Director, DENTSU INC.	To obtain general advice concerning management

* Outside director, Ryuhei Akiyama has resigned following the general shareholders' meeting held on June 27th, 2014 and has been appointed as the Company's advisor.

3. Matters concerning transactions with controlling shareholders, etc.

Disclosure of the amount of transactions with DG and DENTSU in the fiscal year ended March 31, 2014 is omitted here as it is not of material importance.