September 24, 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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tabelog premium members exceeds 450,000 users

Kakaku.com, Inc. hereby announces that the number of premium members has exceeded 450,000 at *tabelog*, operated by the Company.

September 24, 2014
Kakaku.com, Inc.

The cumulative total number of *tabelog* premium members exceeds 450,000!

The number of fee-paying premium members has soared at *tabelog* (http:// tabelog.com/), a ranking and word-of-mouth restaurant review site operated by Kakaku.com, Inc. (head office: Shibuya Ward, Tokyo; representative director and president: Minoru Tanaka; TSE code: 2371). The cumulative total number of premium members, users with access to the site's premium service for a monthly subscription, exceeded 450,000 on September 20, 2014 (Saturday).
While the number of subscribers has been growing every month, we saw a significant boost in traffic given the new release of iPhone 6 from Apple Inc., which resulted in the number of subscribers exceeding our expectations.

About Our Premium Service

Our premium service enables food lovers to make the most of their dining experiences by offering premium members the opportunity to use premium coupons that offer high discount rates[1] available only to members and use mobile and smartphone versions of the site or iPhone/Android appa to sort or filter search results by preference. The service has been highly popular since its introduction in September 2010 for the greater convenience and higher added value it provides.
[1]Approximately 5,000 restaurants nationwide currently offer coupons with high discount rates ranging from 20% to 100%.
◆About premium service: http://tabelog.com/rst/premium_service_guide
tabelog will continue to strive to provide a convenient, high-value-added service to users and restaurants.
◆List of premium coupons:
http://tabelog.com/japan/0/0/premium_coupon/

At *tabelog*, we will continue to focus on providing our users and restaurants value added and attractive services.

About *tabelog*

Launched in March 2005 based on the concept of "a reliable restaurant selection service," the site provides restaurant rankings calculated using an original algorithm based on users' word-of-mouth information and ratings.
◆About *tabelog* rankings and scores: http://tabelog.com/help/score/
◆About reviews and rankings policy: http://tabelog.com/help/policy/

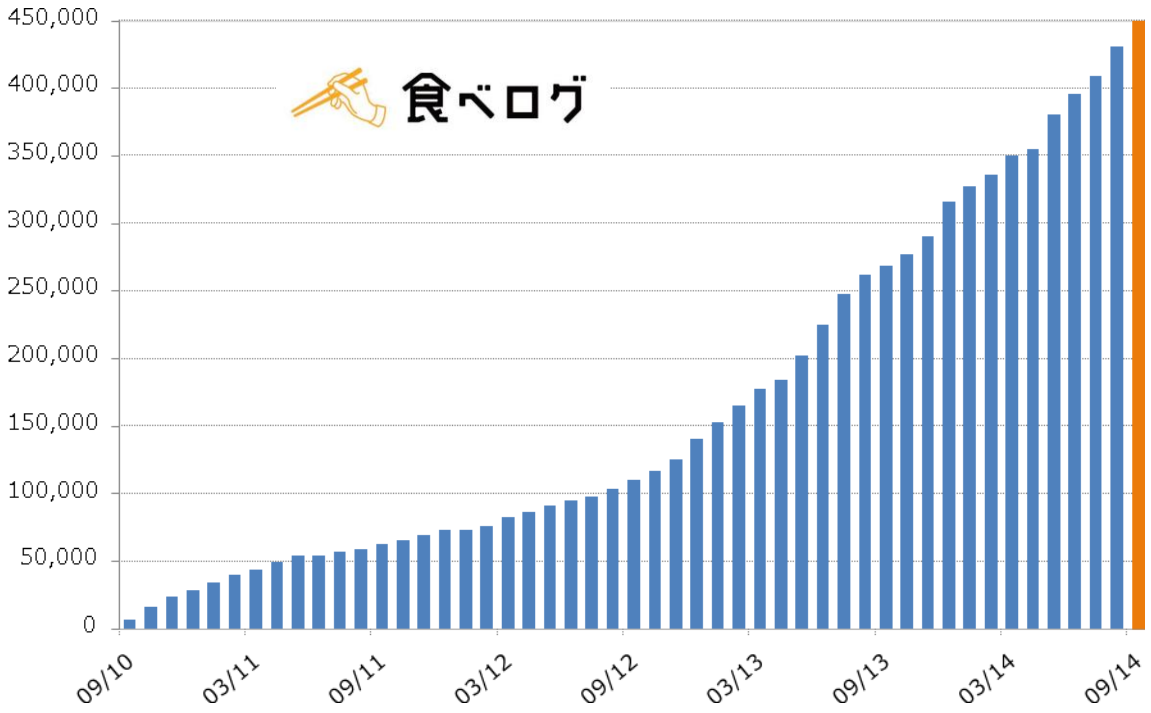
tabelog data (as of June 30, 2014)

Registered restaurants: approx. 780,000; posted reviews: approx. 5.48 million; posted photos: approx. 21.12 million; monthly page views: 1,293.71 million

Monthly users: 56.61 million (breakdown: 23.81 million PC users, 31.55 million smartphone users and 1.24 million feature phone users

Trend in Cumulative Total Number of Premium Members

(Premium Members)



Kakaku.com corporate profile

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Representative Director, President: Minoru Tanaka

Business description: Planning and operation of sites

Sites operated by Kakaku.com, Inc.: http://corporate.kakaku.com/company/service?lang=en

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