December 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 500,000 users

Kakaku.com, Inc. (the “Company”) hereby announces that the number of premium members has exceeded 500,000 at *tabelog*, operated by the Company.

December 24, 2014
Kakaku.com, Inc. (TSE Code: 2371)

# The cumulative total number of *tabelog* premium members exceeds 500,000!

## Premium service for fee-paying users continues to grow in popularity as smartphone users grow and year-end dine out demand increases

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 500,000 on December 24, 2014 (Wednesday).

**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 app 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/

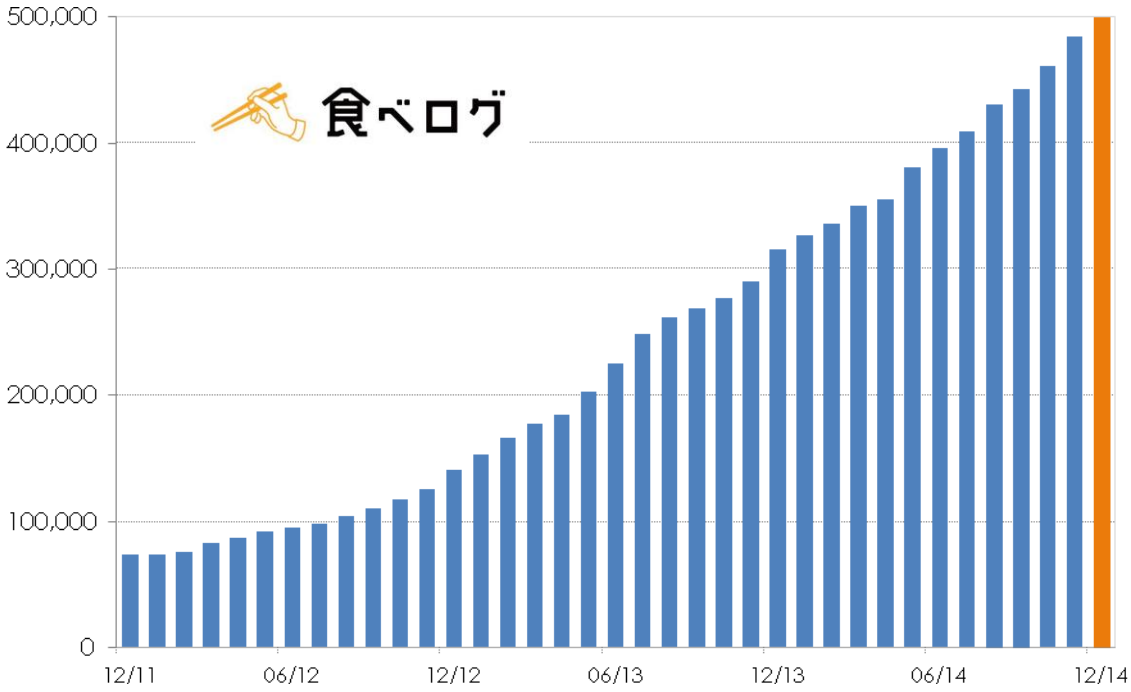
◆About reviews and rankings policy: http://tabelog.com/help/policy/

***tabelog data (as of September 30, 2014)***

Registered restaurants: approx. 790,000; posted reviews: approx. 5.75 million; photo uploads: approx. 22.74millom; monthly page views: 1,405.14 million; monthly users: 60.75 million (breakdown: 24.53 million PC users, 35.09 million smartphone users and 1.13 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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