March 18, 2015

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)
Contact: Ichiro Sakuta, Senior Managing Executive Officer, Administrative Division General Manager
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Notice of Organizational and Personnel Changes

Kakaku.com, Inc. (the "Company") hereby announces the following organizational and personnel changes decided at a meeting of the Board of Directors held on March 18, 2015.

1. Organizational changes (effective April 1, 2015)

(1) To flexibly and efficiently reallocate enterprise resources and share expertise and technologies among businesses, the Company will consolidate eight organizations related to the Kakaku.com business, the travel and real estate business, and new businesses and realign them into functionally structured organizations. The Company will:

1) Realign the Shopping Division, Service Division, Communication Service Division, Financial Service Division, Kakaku.com Business Support Office, Real Estate Division, Business Development Department, and Media Creative Department into the following four divisions;
2) Establish the Business Development Division and Service Business Division as business units to engage in business development and customer acquisition for related services;
3) Establish the Media Planning Division as a business unit to engage in the operation, expansion, and upgrading of content and functions for related services and plan new services; and
4) Establish the System Division as a business unit to engage in systems development and operation for related services.

(2) To flexibly and efficiently reallocate enterprise resources within the *tabelog* business and further strengthen the overseas business, the Company will transfer the Tabelog Overseas Business Preparation Department to within the Tabelog Division.

2. Personnel changes (effective April 1, 2015)

(1) Directors

New position	Name	Current position
Director Human Resources Department General Manager	Hajime Uemura	Director

(2) Executive Officers

New position	Name	Current position
Managing Executive Officer Media Planning Division Assistant General Manager and Media Creative Department Manager	Takeshi Kamada	Managing Executive Officer Media Creative Department Manager
Managing Executive Officer and CTO Platform Technology Division General Manager and System Platform Department Manager and System Strategy Department Manager	Norihiko Fukuda	Senior Executive Officer Platform Technology Division General Manager and System Platform Department Manager
Senior Executive Officer Business Development Division General Manager and Business Development Division, Real Estate Service Department Manager	Hitoshi Ishii	Senior Executive Officer Shopping Division General Manager
Senior Executive Officer Tabelog Division General Manager, Tabelog Division, Restaurant Sales Department Manager, and Tabelog Division, New Business Development Department Manager	Tetsuro Nakamura	Executive Officer Tabelog Division General Manager
Executive Officer Service Business Division General Manager and Service Business Division, Financial Service Department Manager	Go Kawasaki	Executive Officer Financial Service Division General Manager and Financial Service Department Manager
Executive Officer System Division General Manager and System Division, No. 4 System Development Department Manager	Toru Akasaka	Executive Officer Shopping Division, System Department Manager
Executive Officer Tabelog Division, Tabelog Overseas Business Preparation Department Manager	Takehiro Miyajima	Executive Officer Tabelog Overseas Business Preparation Department and System Strategy Department Manager
Executive Officer Media Planning Division General Manager and Media Planning Division, Kakaku.com Department Manager	Kanako Miyazaki	Tabelog Division, Restaurant Business Department Manager
Executive Officer Media Planning Division Business Development Department Manager	Tomoki Iwaoka	Kakaku.com Business Support Office Manager

(3) General Managers / Assistant General Managers

New position	Name	Current position
Business Development Division Assistant General Manager	Hideki Inoue	Real Estate Development Division Assistant General Manager
Service Business Division Assistant General Manager	Toshiya Kijima	Financial Service Division Assistant General Manager

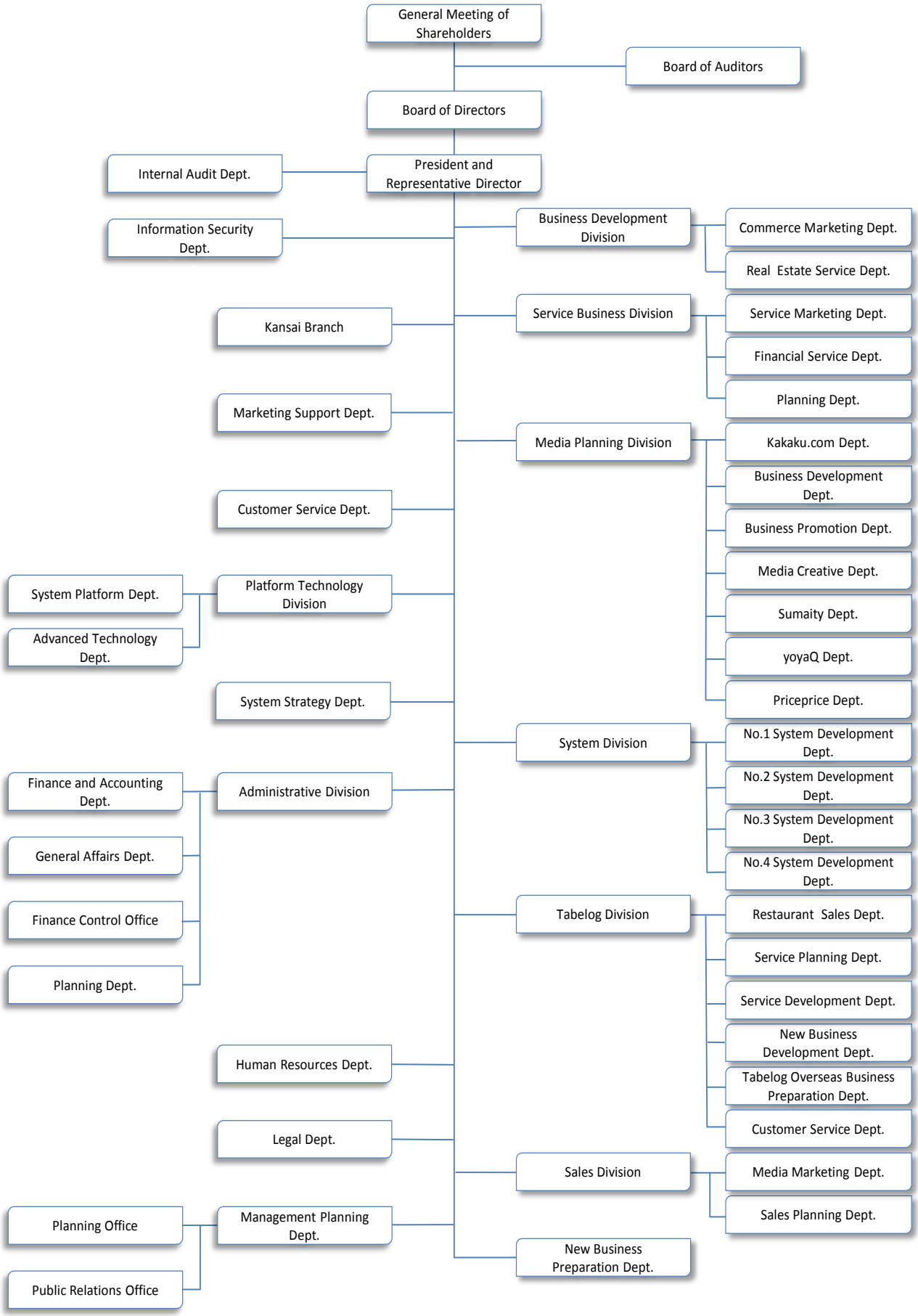
(4) Branch Managers

New position	Name	Current position
Kansai Branch Manager	Ryu Shibaki	Service Division General Manager and Service Division, yoyaQ Department Manager

(5) Department / Office Managers

New position	Name	Current position
Business Development Division Commerce Marketing Department Manager	Tsubasa Ishikawa	Shopping Division Commerce Marketing Department Senior Manager
Service Business Division Service Marketing Department Manager	Tatsuya Matsui	Shopping Division Commerce Marketing Department Senior Manager
Service Business Division Planning Department Manager	Norihiko Shimura	Sales Division, Media Marketing Department Manager
Media Planning Division Business Promotion Department Manager	Mitsuhiro Sakusabe	Communication Service Division General Manager and Communication Service Department Manager
Media Planning Division Sumaity Department Manager	Yusuke Aizawa	Kansai Branch Manager and Real Estate Division, Real Estate Media Department Manager
Media Planning Division yoyaQ Department Manager	Takumi Kusumoto	Service Division, yoyaQ Department Manager
Media Planning Division Priceprice Department Manager	Takayoshi Kuki	Service Division, Service Planning Department Manager
System Division No. 1 System Development Department Manager	Daisuke Goto	Communication Service Division, System Department and Financial Service Division, System Department Manager
System Division No. 2 System Development Department Manager	Hirotaka Maniwa	Service Division, System Department Manager
System Division No. 3 System Development Department Manager	Shingo Taguchi	Real Estate Division, System Department Manager
Tabelog Division Service Planning Department Manager	Yoshihide Ito	Tabelog Division, User Business Department Manager
New Business Preparation Department Manager	Tomoyuki Watanabe	New Business Preparation Department Assistant Manager
Administrative Division, Finance Control Office Manager	Kenichi Takayasu	Administrative Division, Finance Control Office Manager

For Reference: Organization Chart (As of April 1, 2015)



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