March 30, 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
Phone: +81 3-5725-4554

tabelog premium members exceeds 550,000 users

Kakaku.com, Inc. (the “Company”) hereby announces that the number of premium members has exceeded 550,000 at *tabelog*, operated by the Company.

March 30, 2015
Kakaku.com, Inc. (TSE Code: 2371)

The cumulative total number of *tabelog* premium members exceeds 550,000!

Increase in traction as smartphone users grow

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 550,000 on March 28, 2015 (Saturday).

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

◆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.

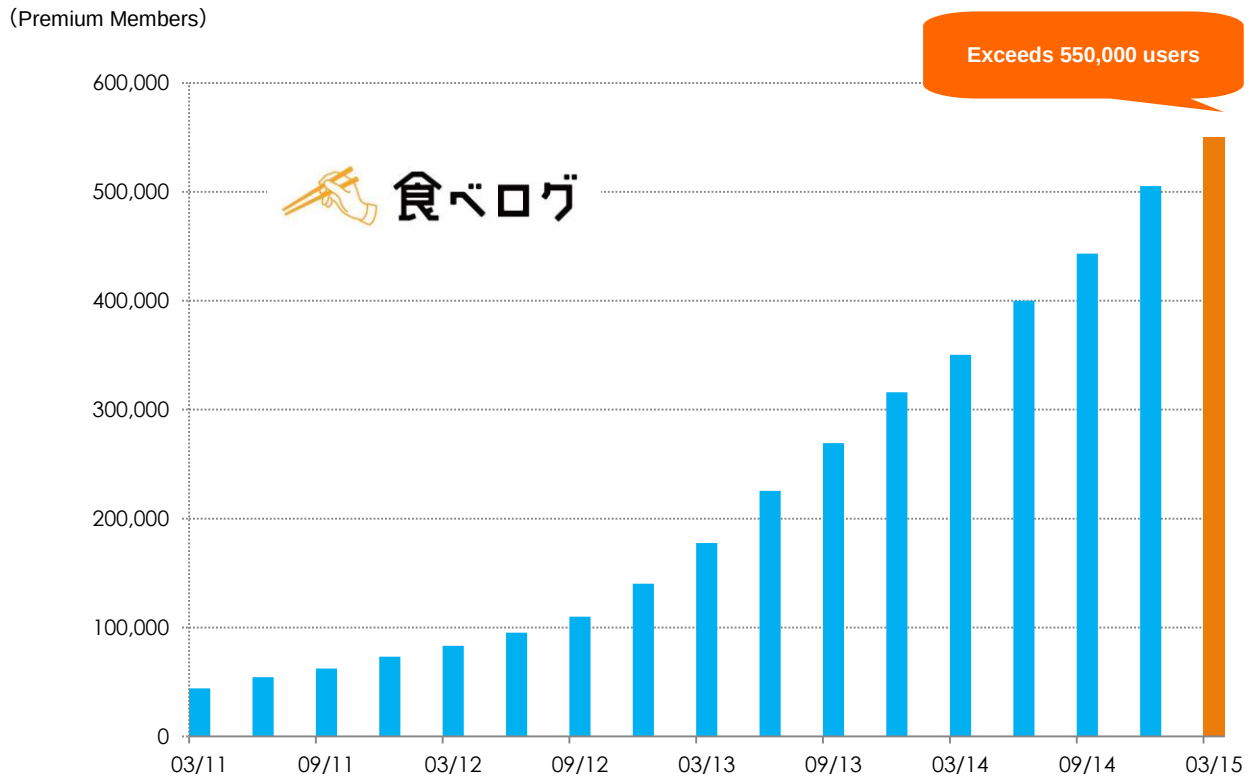
◆About *tabelog* rankings and scores: http://tabelog.com/help/score/

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

tabelog data

Registered restaurants: approx. 800,000; posted reviews: approx. 6.22 million;monthly (As of March 2015) Monthly page views: 1,407.88 million; monthly users: 63.69 million (breakdown as of December 2014; 24.67 million PC users, 37.99 million smartphone users, 1.03 million feature phone users)

Trend in Cumulative Total Number of Premium Members



Kakaku.com corporate profile

Address: EBISU IMARK GATE (Daikanyama Digital Gate Building), 3-5-7, Ebisu-minami, Shibuya-ku, Tokyo 150-0022

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

Media contact

Public Relations Office,

Kakaku.com, Inc. e-mail: pr@kakaku.com