November 16, 2015

For Immediate Release

(English translation of the original Japanese document 「『食べログ』個人向け有料サービス加入者　120 万人突破に関するご報告」released on Nov. 16, 2015 at 13:20（GMT+9）)

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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Individual paid subscribers for tabelog exceeds 1.2 million users

Kakaku.com, Inc. (the “Company”) hereby announces that the number of paid subscribers for tabelog exceeded 1.2 million.

*The number of paid subscribers for tabelog will be announced with an increase of every 0.1 million.

November 16, 2015
Kakaku.com, Inc. (TSE Code: 2371)

The cumulative total number of individual paid subscribers exceeds 1.2 million

The number of paid monthly subscribers grew at *tabelog* (http://tabelog.com/), a restaurant search site operated by Kakaku.com, Inc. (head office: Shibuya Ward, Tokyo; representative director and president: Minoru Tanaka; TSE code: 2371) and the cumulative total number of paid monthly subscribers exceeded 1.2 million.

Indiviual paid montly subscription services at *Tabelog*

Our subscription services offer the opportunity to use premium coupons that offer high discount rates[1] and access to "premium service" that lets users have better dining search experience on their mobile device. In addition to the "premium service," we offer a monthly subscription service "One Coin Lunch" for smartphone users which enables members to order a ¥500 limited lunch menu at any registered restaurants.

[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/

[1]Approximately 5,000 restaurants nationwide currently offer coupons with high discount rates ranging from 20% to 100%.

◆About One Coin Lunch: http://tabelog.com/lunch_coupon/guide/

*Cumulative total number of subscribers includes paid subscription offered together with other companies.

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.

Registered restaurants: approx. 820,000; posted reviews: approx. 10.60 million (as of November 2015)
Monthly users: 68.30 million users, Monthly page views 1,650.56 million PV (as of September 2015)

Kakaku.com corporate profile

Address: 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

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