March 14, 2016

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

Individual paid subscribers for tabelog exceeds 1.4 million users

Kakaku.com, Inc. (the “Company”) hereby announces that the number of paid subscribers for tabelog exceeded 1.4 million.

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Kakaku.com, Inc. (TSE Code: 2371)

The cumulative total number of individual paid subscribers exceeds 1.4 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 1.4 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 4,100 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/
◆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. 840,000; posted reviews: approx. 12.30 million (as of March 2016)
Monthly users: 71.92 million users, Monthly page views 1,558.68 million PV (as of December 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

Media contact

Public Relations Office,

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