March 22, 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
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Individual paid subscribers for tabelog exceeds 1.5 million users

Kakaku.com, Inc. (the “Company”) hereby announces that the number of paid subscribers for tabelog exceeded 1.5 million.

March 22, 2016
Kakaku.com, Inc. (TSE Code: 2371)

The cumulative total number of individual paid subscribers exceeds 1.5 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 1.5 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. 830,000; posted reviews: approx. 12.40 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

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