September 2, 2016

For Immediate Release

(English translation from the original Japanese-language document 「ストック・オプション（新株予約権）の行使価額等確定に関するお知らせ」released on September 1, 2016)

Company name: Kakaku.com, Inc.
Representative: Shonosuke Hata, President and Representative Director
(Stock code: 2371; First Section of the Tokyo Stock Exchange)
Contact: Ichiro Sakuta, Senior Managing Executive Officer, General Manager of Administration Division
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Announcement of the Exercise Price of Stock Options (Stock Acquisition Rights)

Kakaku.com, Inc. hereby announces the exercise price of stock acquisition rights to be issued as stock options (9th Series of Stock Acquisition Rights) to its directors (excluding outside directors), representative directors of wholly owned subsidiaries as well as the Company's executive officers in accordance with the resolution passed by the Board of Directors on August 17, 2016.

(1) Number of stock acquisition rights to be granted and number of eligible grantees thereof

	Eligible grantees (Stock acquisition rights to be granted)
The Company's directors	1 (90)
Representative directors of wholly owned subsidiaries	1 (50)
The Company's non-director executive officers	15 (1,010)
Total	**17 (1,150)**

Note: None of the Company's executive officers are currently serving as directors of the Company

(2) Total number of stock acquisition rights
1,150 stock acquisition rights
(the number of shares subject to one stock acquisition right shall be 100 shares)

(3) Amount of assets to be paid upon the exercise of the stock acquisition rights:
185,400yen per stock acquisition right (Paid-in amount of each share to be issued upon the exercise of the Stock Acquisition Rights: 1,854yen)

Note: For all other conditions pertaining to the issuance of stock acquisition rights, please refer to the Notice Regarding the Issuance of Stock Options (Stock Acquisition Rights) released on August 17, 2016.

[Reference]
(1) Passing of the resolution on the issuance of stock acquisition rights as stock options by the Board of Directors: August 17, 2016
(2) Stock acquisition rights' Grant Date: September 1, 2016