October 11, 2016

For Immediate Release

(English translation of the original Japanese document)

Company name: Kakaku.com, Inc.
Representative: Shonosuke Hata, President and Representative Director
(Stock code: 2371; First Section of the Tokyo Stock Exchange)
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Individual paid subscribers for *Tabelog* exceeds 1.6 million users

Kakaku.com, Inc. (the “Company”) hereby announces that the number of paid subscribers for *Tabelog* exceeded 1.6 million.

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

The total number of individual paid subscribers exceeds 1.6 million

The number of individual paid subscribers of *Tabelog* (http://tabelog.com/), a restaurant search and user review site operated by Kakaku.com, Inc. (head office: Shibuya Ward, Tokyo; representative director and president: Shonosuke Hata; TSE code: 2371) exceeds 1.6 million.

Individual paid monthly subscription services at *Tabelog*

Tabelog's subscription services offers members the opportunity to use premium coupons with high discount rates as well as access to "premium services" which lets users have a better search experience on their mobile device. Approximately 4,000 restaurants nationwide currently offer coupons with high discount rates ranging from 20% to 100%.
In addition to the "premium service," *Tabelog* offers a monthly subscription service "One Coin Lunch" for smartphone users which enables members to order a ¥500 limited lunch menu at any one of the registered restaurants.

◆About *Tabelog*'s 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/

*The total number of subscribers includes paid subscriptions offered in cooperation with other companies.

Tabelog will continue its efforts in addressing this growing need for online reservations, by improving the usability as well as expanding the coverage of its services.

About *Tabelog*

Launched in March 2005, based on the concept of "helping to make the best restaurant choice," the site provides user reviews and ratings, as well as restaurant rankings calculated using an original algorithm.
Registered restaurants: approx. 840,000; posted reviews: approx. 15.3 million (as of October 2016)
Monthly users: 72.65 million, Monthly page views: 1,641.24 million (as of June 2016)
Monthly users by device: Smartphone 50.28 million users, PC 21.89 million users.

Kakaku.com corporate profile

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Representative Director, President: Shonosuke Hata
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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