

***Date: February 15, 2008***

**Notice of Partial Sale of Consolidated Subsidiary (AXEL MARK INC.) Shares to Accompany Market Listing**

The Tokyo Stock Exchange today granted its approval for the listing of the shares of AXEL MARK INC., a consolidated subsidiary of Septeni Holdings Co. Ltd. ("the Company"), on the Tokyo Stock Exchange's Mothers market.

The Company therefore intends to sell a portion of AXEL MARK shares that it currently owns, and the details of this sale are set forth below.

**1. Overview of the sale**

(1) Seller:	Septeni Holdings Co. Ltd.
(2) Shares to be sold:	AXEL MARK INC. common stock
(3) Number of shares to be sold:	500 shares
(4) Sale price:	Not yet determined

The Board of Directors of AXEL MARK INC. today resolved to conduct a public offering of shares (5,000 shares) attendant to this listing.

**2. Number and percentage of shares owned by the Company before and after the sale**

Number of shares owned before sale:	16,238 shares (71.3%)
Planned number of shares owned after sale:	15,738 shares (56.7%)

**3. Impact on business results**

The Company will provide notice of the gain/loss associated with this sale as soon as the sale price is determined.

- Attachment Profile of AXEL MARK INC.

Disclaimer: This document is a press release to disclose information to the general public concerning the issuance and sale of AXEL MARK INC. shares and is not intended as an investment solicitation. An investor should make his own investment decision after first reading the prospectus prepared by AXEL MARK concerning the issuance and sale of shares (and all revisions).

(Attachment)

**Profile of AXEL MARK INC.**

Company name:	AXEL MARK INC.
(2) Location:	Nishi-Shinjuku 6-24-1, Shinjuku-ku, Tokyo
(3) Established:	March 22, 1994
(4) Representative	Yasuhiro Kobayashi, Representative Director & President
(5) Capital	140 million yen
(6) Business	Transmits content for mobile phones and plans, creates, and sells mobile Internet advertising
(7) Employees	41 (regular employees, as of January 31, 2008)
(8) Sales	2,024 million yen (year ended September 2007)

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