

*May 1, 2008*

**Notice Concerning Purchase of Convertible Bonds Issued by Acquires, Inc.**

Septeni Holdings Co., Ltd. will purchase 200 million yen of convertible bonds issued by Acquires, Inc. (Head office: Chuo-ku, Osaka; CEO: Yuji Ono), a company that has taken over the catalog sales business of Telemart Corp. Inc. (Head office: Chuo-ku, Osaka; CEO: Takashi Hattori), which is currently undergoing civil rehabilitation proceedings. The Septeni Holdings board of directors approved a resolution today to purchase the bonds for the purpose of helping to restore the catalog sales business to health.

**1. Reason for purchasing the convertible bonds**

Since its establishment in June 1991, Telemart has been engaged primarily in the catalog sales business, selling food, health food, cosmetics and miscellaneous household items to individuals. The company grew rapidly since the start of radio-based sales activities in February 1994.

However, the company lost the public's trust following a scandal caused by its former management team. This incident caused a sharp downturn in operating results beginning in 2007, leading the company's employees to initiate civil rehabilitation proceedings on February 14, 2008.

The official decision to start civil rehabilitation proceedings was made on February 28, 2008. On April 22, 2008, the Osaka Regional Court granted permission to sell the Telemart catalog sales business to Dai Corporation (Head office: Nishi-ku, Osaka; CEO: Yuji Ono) in accordance with Civil Rehabilitation Law Article 42. Dai Corporation established Acquires as a wholly owned subsidiary to serve as the new owner of this business. Accordingly, Telemart, under the leadership of a new management team, today transferred ownership of its catalog sales business to Acquires.

Although Telemart has become an insolvent company, there has been no significant weakening of the operating base for its catalog sales business. Therefore, Septeni Holdings has decided to purchase the convertible bonds in order to assist in the revitalization of this business through the provision of financial support.

**2. Profile of Alex**

(1) Name	Acquires, Inc.
(2) CEO	Yuji Ono, Representative Director
(3) Head office	1-3-10 Bakuro-cho, Chuo-ku, Osaka
(4) Established	February 21, 2008
(5) Activities	Catalog sales
(6) Fiscal year	Ends September 30
(7) Capital	10 million yen
(8) Shares issued	200 shares
(9) Shareholder	Dai Corporation, 100%

**3. Effect on operating results**

This investment will not have a material effect on the operating results of Septeni Holdings in the current fiscal year. An announcement will be made when the effect on subsequent operating results is determined.