

July 14, 2008**Notice of Receipt of Payment for Third-party Allocation of New Shares**

Septeni Holdings Co., Ltd. has received payment in full today regarding the issuance of new shares through third-party allotment which was approved by the Board of Directors on June 27, 2008. Details are as follows.

1. Details of issuance of new shares

(1) Number of shares issued	7,000 shares of common stock
(2) Issue price	140,000 yen per share
(3) Aggregate issue price	980,000,000 yen
(4) Amount credited in stated capital of issue price	70,000 yen per share
(5) Total amount credited in stated capital of issue price	490,000,000 yen
(6) Application period	July 11, 2008 (Friday)
(7) Payment date	July 14, 2008 (Monday)
(8) Delivery of new shares	No plans to issue stock certificates for newly issued shares sold in this offering because the purchaser has asked that stock not be held as certificates
(9) Purchaser and number of shares allocated	Yahoo Japan Corporation 7,000 shares

2. Changes in the number of shares outstanding and capital due to the third-party allotment

Number of shares outstanding before capital increase	127,047.8 shares	
	(Capital before capital increase	1,485,023,926 yen)
Increase in number of shares due to capital increase	7,000 shares	
	(Increase in capital	490,000,000 yen)
Number of shares outstanding after capital increase	134,047.8 shares	
	(Capital after capital increase	1,975,023,926 yen)