

July 18, 2008

Notice Concerning Acquisition of Subsidiary

The Board of Directors of Septeni Holding Co., Ltd. approved a resolution as follows on July 18, 2008 to acquire the stock of Acquires, Inc. (hereafter, "Acquires") from Dai Corporation and convert it into a consolidated subsidiary.

With respect to the subject, please also refer to the release "Notice Concerning Purchase of Convertible Bonds Issued by Acquires, Inc." dated May 1, 2008.

1. Reasons for converting Acquires into a subsidiary

Acquires on May 1, 2008 took over the catalog sales business from Telemart Corp. Inc. which initiated civil rehabilitation proceedings on February 14, 2008. As announced on May 1, 2008, Septeni has assisted revitalizing the business such as by purchasing the convertible bonds issued by Acquires through the provision of financial support.

Following this, the business revitalization is back on the track and there is a prospect for profitability. On the other hand, an issue such as business constraint due to the lack of creditworthiness has emerged. Taking this situation into account, Septeni considered that if Septeni Group also becomes actively involved in management, the business will be revitalized more smoothly which will lead to improvement in Septeni Group's profitability and corporate value. Therefore, Septeni decided to convert Acquires into a consolidated subsidiary.

In the future, Septeni will revitalize the business in full scale and expand the operations by combining Septeni Group's Internet marketing know-how based on the Acquires' conventional catalog sales business, while also intending to develop into an e-commerce business which Septeni Group is aiming to enter with the medium-term management plan.

To strengthen the management system with the conversion of Acquires into a consolidated subsidiary, Septeni President and CEO Muneyoshi Nomura will be appointed Acquires President and CEO today.

2. Profile of the subsidiary to be transferred (as of June 30, 2008)

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|--|--------------------------------|
| (1) Name | Acquires, Inc. |
| (2) Representative | Yuji Ono, CEO |
| (3) Head office | 2-1-1 Edobori, Nishi-ku, Osaka |
| (4) Established | February 21, 2008 |
| (5) Activities | Catalog sales business |
| (6) Fiscal year | Ends September 30 |
| (7) Employees | About 160 |
| (8) Capital | 11 million yen |
| (9) Shares issued | 220 shares |
| (10) Large shareholder and ownership ratio | Dai Corporation 100% |

(11) Recent operating results

The recent operating results will be omitted because the first fiscal year end following the establishment is yet to come.

3. Seller of stock

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|-------------------------------|-----------------------------------|
| (1) Name | Dai Corporation |
| (2) CEO | Yuji Ono, CEO |
| (3) Head office | 1-5-8 Kita-Horie, Nishi-ku, Osaka |
| (4) Activities | Corporate revitalization business |
| (5) Relationship with Septeni | Not applicable |

4. Number of shares acquired and shareholding situation before and after acquisition

- | | |
|--|---|
| (1) No. of shares held before transfer | 20 shares (Preferred stock, No. of voting rights: 0 right) |
| (2) No. of shares acquired | 200 shares (Common stock, no. of voting rights: 200 rights) |

(3) No. of shares held after transfer 220 shares (Ownership ratio: 100%, no. of voting rights: 200 rights)

5. Schedule

July 18, 2008 Board of Directors resolution, delivery of stock

6. Future outlook

The transfer of the subsidiary will have no effect on the consolidated operating results for the fiscal year ending September 2008 because September 30, 2008 will be the deemed acquisition date of consolidated accounting.

The effect on the operating results from the fiscal year ending September 2009 onwards is now being assessed. An announcement will be made as soon as the details have been finalized.