

**Notice of Move of Headquarters of SEPTENI HOLDINGS and Its Subsidiaries**

SEPTENI HOLDINGS decided in a board of directors' meeting held on February 17, 2011 to move the headquarters of SEPTENI HOLDINGS and its subsidiaries.

**1. New address**

8 chome, Nishi-shinjuku, Shinjuku-ku, Tokyo

(an office building, which is tentatively called "Nishi Shinjuku 8-Chome Project", developed by Sumitomo Realty & Development Co., Ltd., to be completed in August 2011)

**2. The companies to be moved**

SEPTENI HOLDINGS CO., LTD, SEPTENI CO., LTD, mume Inc., Vasara Inc., HighScore, Inc., GRP Inc., SEPTENI CROSSGATE CO., LTD., ASP CO., LTD., Media Grow CO., LTD., ADspace Inc., Tricorn Corporation, and SEPTENI DIRECTMARKETING CO., LTD.

**3. Expected date of moving**

October 3, 2011

**4. Purpose of move**

The move is undertaken to accommodate growth in the number of staff accompanying an expansion in SEPTENI's business realms and to help improve the effectiveness of its overall operations.

**5. The impact upon consolidated earnings**

The impact of this move upon consolidated earnings is currently being considered but existing earnings estimates remain unchanged at this point in time.