



August 31,2012
SEPTENI CO.,LTD.

**SEPTENI CO.,LTD. to establish its overseas subsidiary Septeni America, Inc.
in order to develop internet marketing business market in North America**

Tokyo, Japan – August 31,2012 - SEPTENI CO.,LTD. (Headquarter: Shinjuku,Tokyo, President: Koki Sato) established its overseas subsidiary Septeni America, Inc. in the U.S. and will start operations from September 4, 2012, Tuesday to develop internet marketing business market in North America region.

SEPTENI CO.,LTD. has established eleven local offices in Japan and one overseas subsidiary in Singapore and spread its business. SEPTENI CO.,LTD. has established new overseas subsidiary Septeni America, Inc. in San Francisco, CA U.S. to explore new market.

Septeni America, Inc will support Japanese and US clients with one stop cross-bordering internet marketing service. It will soon start providing services for some clients with SEM, ad network, Facebook ads operation, planning and operating campaigns, and consulting service. In addition to that, Septeni America, Inc. will provide in-house products such as a smartphone app “King of Apps” which Japanese version is “Sekaino Kami Apuli”.

SEPTENI CO.,LTD. will continue to establish subsidiaries on both domestic and overseas area and support clients global internet marketing.

Company Name	Septeni America,Inc.
Company Address	71 Stevenson Street Suite400 San Francisco, CA 94105 ,U.S.A.
Managing Director	CEO Makoto Hattori / COO Daisuke Suefuji (in U.S. full time)
Operation Starting Date	4 September 2012
Stock Ownership	SEPTENI CO.,LTD (100%)
Fiscal Year End	September
Business Operations	Internet marketing business for North America region

About Sekaino Kami Apuli/King of Apps:

King of Apps is a smartphone app which introduces apps ranked in No.1 at 124 countries' App Stores. This app encourages users to install recommended apps by digital gifts giving. At the same time, advertisers can promote their apps through CPI(Cost Per Install) ads.

URL:

Sekaino Kami Apuli <http://bit.ly/Hw482K>

The King of Apps <http://bit.ly/MRakXR>

Requirement: iOS 4.3 or later

Price: Free



【Sekaino Kami Apuli】



【The King of Apps】



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President, CEO : Koki Sato

URL: <http://www.septeni.co.jp/en/>

SEPTENI CO.,LTD., a leading Internet advertising agency in Japan, provides various services such as Display ads operations, SEM, SEO, ad networks and social media marketing solution and has been supporting more than a thousand clients.

SEPTENI HOLDINGS CO.,LTD. parent company of SEPTENI CO.,LTD. is listed on the Osaka Securities Exchange JASDAQ market(4293).