



November 11,2015  
Septeni Original,Inc.

**Septeni Original,Inc. Recognized as Member of New Instagram Partner Program\***

Tokyo,Japan – November 11,2015 - Septeni Original,Inc. (Headquarter: Shinjuku,Tokyo, President: Masayuki Muto), announced that it was recognized as one of the initial members of the Instagram Partner Program, a new program that distinguishes companies and their capabilities to run effective advertising campaigns, manage communities, source and deliver content on Instagram.

Companies in the Instagram Partner Program have expertise in at least one of three specialties — ad tech, community management and content marketing — to help marketers meet their objectives. Septeni Original,Inc. has been badged in ad tech for delivering scaled campaign success on Instagram for direct response objectives. Their proprietary solution, Pyxis, helps advertisers throughout their planning, buying, optimizing, measuring process on Instagram

Septeni Original,Inc. continues to grow and support advertisers' business in social media advertising and marketing.

※To learn more about the Instagram Partner Program, please visit <https://partners.business.instagram.com/>.

\* Instagram

With a community of 400 million, Instagram is the place on mobile where marketers go to tell creative, visual stories to drive business results. The Instagram Partner Program will spur innovation to meet the diverse needs of marketers across the globe.

**About Septeni Original,Inc. :**

Septeni Original,Inc. has been elected in 2013 as an authorized corporation in the ADS (advertising) category of the Preferred Marketing Developer Program. For more information, please visit <http://www.septeni-original.co.jp/>.

**Media Contact:**

SEPTENI HOLDINGS CO.,LTD. Corporate Planning Division Public Relations Office

E-mail : [koho@septeni-holdings.co.jp](mailto:koho@septeni-holdings.co.jp) Tel : +81-3-6857-7258

Twitter: [http://twitter.com/Septeni\\_PR](http://twitter.com/Septeni_PR)

Facebook: <http://www.facebook.com/septenigroup>