

Digital Palette Acquires Privacy Mark

TOKYO (July 1, 2002), DIGITAL PALETTE INC. announced that it acquired the Privacy Mark* from (JIPDEC), the Japan Information Processing Development Corporation. Digital Palette will mark all its PR and advertising related materials, business cards and homepage with the Privacy Mark from August 8, 2002.

Digital Palette provides comprehensive services in the production, management, creation and distribution of multimedia digital contents such as Web sites, mobile media contents and on-demand printing, and by delivering excellent contents, establishes its mission to generate new creative value in society while achieving increased customer satisfaction. The type of information assets that Digital Palette commonly manages include new product information as well as personal data arising from Web site applicants in Web campaigns.

Also, as a company that is strengthening its communications activities, Digital Palette shows a high awareness and adopts proper and lawful measures with regard to respecting users' individual rights. Especially with regard to users' personal information, the company has established a system of recognition for its information assets, which must be recognized by their level of importance and necessity. Furthermore, to encourage all employees to practice the system in their daily work, Digital Palette introduced a Compliance Program**, based on basic standards relating to personal information and protection policies. By acquiring the Privacy Mark, the company will continue to strengthen the protection of users' personal information and provide communication services that increase customer assurance and trust.

Notes:

***The Privacy Mark** is a system of evaluation established by JIPDEC, an organization operating outside the Ministry of Economy, Trade and Industry. It is awarded to private enterprises, and based on a Compliance Program (a measure for the protection of users' personal information) set under JISQ15001, which sets the minimum standard for evaluation both in employee education and management results. Even after its acquisition, the system is subject to improvements influenced by consumers to guarantee its effective performance.

****The Compliance Program** is a system of management owned by enterprises themselves that outline the policies, organization, planning, implementation, review and check procedures regarding the protection of users' personal information. Targets should be realistic and understandable by employees.

*Inquiries

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