

August 12, 2004

Digital Palette Inc..

**Digital Palette Inc. now offering specialized information security consulting service
[THEMISCONSULTING™] for the advertising industry**

Digital Palette Inc. is now offering the specialized information security consulting service [THEMISCONSULTING™] for the advertising industry through a business alliance with Freedom Group Inc., an information security consulting firm.

Since its establishment in April 2001, Digital Palette's group of first-class web producers has endeavored to produce creative and ingenious content. In addition, it has also strived to enhance security management systems for personal information and corporate information assets as well as various other management systems. In 2002, Digital Palette acquired the "Privacy Mark" in recognition of its personal information protection and in 2003 became the first Japanese company in the advertising and mass media industry to acquire BS7799, an international standard for information security. Then in April 2003, Digital Palette established the "Information Security Department" as a division specializing in the operation of information security management systems (ISMS). Since then, Digital Palette has expanded its operations and made achievements not only in strengthening internal ISMS but also in providing consulting services for information security systems including international standard certification.

In today's world, there seems to be no end to information breaches, among others due to unlawful access via the network or information taken out of office premises. As such, there has been a rapid heightening in society's awareness of the need for information security management. In the advertising industry, where important information assets such as new product information and registered personal information from online campaigns are constantly being handled, the impact has been particularly noticeable. With the Personal Information Protection Act soon to be fully implemented in April 2005, another is an urgent need to strengthen the measures on ISMS.

With the aim to meet the diversifying needs of the advertising industry, Digital Palette now offers [THEMISCONSULTING™], an information security consulting service specializing in the advertising industry. This has been made possible through its business alliance with Freedom Group Inc., a major information security consulting firm with approximately 40 consultants. Digital Palette will provide diverse consulting services that effectively respond and cater to the specialized and distinct practice within the advertising industry while taking into account its accumulated experience from its internal ISMS management.

Twelve orders have already been placed by advertising-related companies and clients who frequently launch consumer campaigns, ranging from orders for our consulting service which has been certified BS7799 or with the Privacy Mark to those for measures toward the implementation of the Personal Information Protection Act next year. Sales from [THEMISCONSULTING™] for the next one-year period are projected at 500 million yen.

*For more information about this documentation, please contact the following person.

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Management/Strategy Department

Digital Palette Inc.

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※What is “THEMIS”?

Themis is the goddess of justice in Greek mythology. She is often depicted as holding a scale representing fairness in her left hand and a sword that protects society from evil in her right hand. Thus, she is known as the guardian of justice and order.

Service menu of THEMISCONSULTING™

1. Assistance to construct and operate an information security management system (ISMS)

- ◎ Consultation for acquisition of the information security certificate
(simultaneous acquisition also available)
Consultation for acquisition of Privacy Mark, BS7799 and ISMS certificate
- ◎ Assistance for construction of an information security management system (ISMS)
- ◎ Assistance for operation of an information security management system (ISMS)
Operational support such as education/training, internal audit, improvement, etc. after acquisition of certificate(s)
- ◎ Audit service
Information security check and preliminary examination for certificate acquisition

2. Provision of education/training system on information security

- ◎ Education/training service
Individual education/training, seminars
- ◎ Creation of education/training content such as e-learning, etc.

3. Assistance for construction and operation of safe infrastructure

- ◎ Assistance for construction and operation of a safe web system
- ◎ Check for system vulnerability

*for more information about THEMISCONSULTING™, please contact;

Digital Palette Inc. Information Security Department security@digitalpalette.co.jp

◇Digital Palette Inc. – Operations of the Information Security Department

- Operation of its own management system (Privacy Mark, BS7799/ISMS, EMS)
- Management of internal infrastructure and promotion of IT
- Legal works
- Information security consulting
- External infrastructure service (web servers, etc.)

Digital Palette Inc.. Corporate Data

■ Company Name	Digital Palette Inc..
■ Head Office	14F HAMARIKYU PARK SIDE PLACE 5-6-10 Tsukiji, Chuo-ku, Tokyo 104-0045 Tel: 03-5551-9885 FAX: 03-5551-9978
■ URL	http://www.digitalpalette.co.jp/
■ Establishment	April 2, 2001
■ Shareholders	DENTSU TEC Inc. / Dentsu Dot Com. / Fuji Xerox Co., Ltd. / Kyodo Printing Co., Ltd. /Dainippon Printing Co., Ltd. / Toppan Printing Co., Ltd.
■ Capital	400,000,000 Yen
■ Corporate Representative	Ryosuke Watanabe (President)

Freedom Group Inc. Corporate Data

■ Company Name	Freedom Group Inc.
■ Head Office	8F General Building 2-2-15 Hamamatsu-cho, Minato-ku, Tokyo 105-0013 TEL:03-3433-5881 FAX:03-3433-1998
■ URL	http://www.free-dom.net/
■ Establishment	September, 1996
■ Capital	20,000,000 Yen
■ Corporate Representative	Toshimitsu Sato