

October 19, 2005

Digital Palette Inc.  
uhero corp.**Notice concerning the Enhancement of Investment-related Activities and Business Alliance for the Purpose of Expanding the Digital Cross-Media Marketing Business****～ Realizing a high quality, low cost, operation monitoring system for digital campaign systems ～**

Digital Palette Inc. and uhero corp. have agreed to strengthen their existing investment relationship and established a full-scale business alliance to enhance Digital Palette's digital cross-media marketing business.

**1. Purpose and content**

Digital Palette plans and creates various digital content for web and mobile sites, and develops and distributes database marketing systems.

Uhero designs, develops, and operates systems based mainly on open source technology in cooperation with Keio University's Shonan Fujisawa Campus.

Digital Palette has until now held 25% of uhero's total outstanding stock. To promote its digital cross-media marketing business, Digital Palette has been receiving support from uhero's team of young JAVA engineers, most of whom are students and graduates of Keio University's Shonan Fujisawa Campus, in testing and monitoring operation of the system.

As part of Digital Palette and uhero's strengthened investment relationship, Digital Palette will acquire 48% of uhero's new outstanding shares. At the same time, Digital Palette will expand collaborative relations with uhero to create a full-fledged business alliance that makes more active use of uhero's management resources and enhances Digital Palette's digital cross-media marketing business.

One specific outcome of Digital Palette and uhero's enhanced cooperation will be the realization of a high quality, low cost operation monitoring system for digital campaign systems. This will be accomplished by completely customizing uhero's integrated monitoring system HiTo! so that it conforms to DATA SCIENCE®, an integrated solution for digital cross-media marketing, developed by Digital Palette.

In addition, by gaining a steady and expeditious supply of young, competent engineers provided by uhero, Digital Palette will establish a system that continuously provides upgrades and promptly conducts customization of DATA SCIENCE® in order to respond to ever-expanding digital cross-media marketing needs.

**\*Digital Cross-Media Marketing**

Up until now, information that was received from the different contact points such as websites, campaigns, and call centers was stored separately. As opposed to this, digital cross-media marketing involves the extensive use of different types of digital media based on a single database that integrates all such information, and provides the optimum information at an optimum timing to the user layer for various media. It is a customer-based marketing technique that raises customer-retention levels and provides continued improvement of the ROI (return on investment) through such effective communication.

## 2. Outline of the concerned parties

<b>Company Name</b>	<b>Digital Palette Inc.</b>
Capital	400,000,000 Yen
Head Office	HAMARIKYU PARKSIDE PLACE 5-6-10, Tsukiji, Chuo-ku, Tokyo
Establishment	April, 2001
Corporate Representative	Ryosuke Watanabe (President & CEO)
Business Outline	① Planning and development of digital content for websites, mobile sites, etc. ② Development and distribution of database marketing systems ③ Consultation on enhanced personal information protection and other forms of information security, and on the acquisition of international accreditation ④ Consultation on marketing strategies for various industries
Number of Employees	113
URL	<a href="http://www.digitalpalette.co.jp/">http://www.digitalpalette.co.jp/</a>

<b>Company Name</b>	<b>uhero corp.</b>
Capital	29,000,000 Yen (After the third-party allocation)
Head Office	2-1-6 Higashimagome, Ota-ku, Tokyo
Establishment	July, 2001
Corporate Representative	Hiroyuki Ito (President)
Business Outline	① Design, development, and operation of systems using open source software ② Development and distribution of open source software compatible with the integrated monitoring system HiTo! ③ Consultation on system operation and monitoring using the aforementioned HiTo! ④ Research and development of new technologies related to open source software through the cooperation with Keio University's Shonan Fujisawa Campus
Number of Employees	14
URL	<a href="http://www.uhero.co.jp/">http://www.uhero.co.jp/</a>

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

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