

## **DIGITAL PALETTE INC. and cyber communications inc. Announces a Business Alliance in Interactive Marketing/Production**

DIGITAL PALETTE INC. (Head Office: Chuo-ku, Tokyo, Japan President: Ryosuke Watanabe, hereinafter “DIGITAL PALETTE”) and cyber communications inc. (Head Office: Chuo-ku, Tokyo, Japan President: Hideyuki Nagasawa, hereinafter “cci”) have agreed to form a business alliance for the joint development of products and offering of services through interactive media and for interactive marketing and creative production businesses in response to increasingly complex marketing needs for interactive media, in order to provide advertising agencies and media companies with higher value-added services. The details of the alliance are as follows:

### **1. Purpose of the business alliance**

Digital media have undergone evolution of various types amid the ongoing trend toward multi devices. Along the way, a variety of communication methods have been developed, which have made advertising creation and campaign website building increasingly complex and sophisticated. Furthermore, interactive campaigns and interactive advertising are beginning to become activated across Japan, and needs for them are expected to expand in all regions.

In order to respond to these developments, DIGITAL PALETTE and cci will combine cci’s media planning knowhow and media buying expertise, accumulated over long years, with DIGITAL PALETTE’s strength in creative production utilizing latest digital technology to develop products in interactive media to offer new products and services linking media and creative work.

Through this alliance, DIGITAL PALETTE and cci will build a structure that gives advertising agencies and media companies one-stop access to a full range of services on interactive media proposals covering areas from high-quality production, campaign website building and media planning to media buying and data analysis.

Responding to interactive marketing needs that are becoming increasingly diversified and spreading to wider regions, DIGITAL PALETTE and cci will deliver proposals for digital marketing promotion of higher value-adding.

DIGITAL PALETTE and cci will continue to draw upon our knowhow and solutions to develop new products and further expand our services.

## 2. Specific areas of business alliance

- (1) Planning, implementation and management of digital marketing strategy
- (2) Planning and production of websites, campaign sites, advertising planning sites and video contents
- (3) Production of advertising materials in Internet advertising and peripheral domains
- (4) Data analysis on the Internet and utilization and management of the data analysis tools necessary
- (5) E-promotion business
- (6) All other businesses associated with each item listed above

## 3. Outline of the concerned parties

|                     |   |
|---------------------|---|
| <b>Company name</b> | <b>DIGITAL PALETTE INC.</b>   |
| Representative      | Ryosuke Watanabe, President   |
| Head Office Address | 14F Hamarikyu Parkside Place, 5-6-10 Tsukiji, Chuo-ku, Tokyo  |
| Business Outline    | <ol style="list-style-type: none"><li>1. Planning and production of digital content for websites and mobile site</li><li>2. Development and sales of database marketing systems</li><li>3. Consulting services for the enhancement of information security, including protection of personal information, and the acquisition of international certifications</li><li>4. Consulting services for marketing strategies in various industry sectors</li></ol> |
| URL                 | <a href="http://www.digitalpalette.co.jp">http://www.digitalpalette.co.jp</a>   |

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| <b>Company name</b> | <b>cyber communications inc.</b>                             |
| Representative      | Hideyuki Nagasawa, President                                 |
| Head Office Address | 4F Hamarikyu Kensetsu Plaza, 5-5-12 Tsukiji, Chuo-ku, Tokyo  |
| Business Outline    | Planning, production and marketing of Internet advertisement |
| URL                 | <a href="http://www.cci.co.jp">http://www.cci.co.jp</a>      |

< For further information, please contact the following: >

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