

News Release

July 18, 2006

DIGITAL PALETTE INC.
Alliance Port LLC.

DIGITAL PALETTE INC. Collaborates with Alliance Port LLC. to Use Ajax on a Blog Solution – Proposing a new website-development solution –

DIGITAL PALETTE INC. (Head Office: Chuo-ku, Tokyo, Japan, hereinafter “DIGITAL PALETTE”) and Alliance Port LLC. (Head Office: Nakano-ku, Tokyo, Japan, hereinafter “Alliance Port”) agreed to work together to provide a solution that combines Ajax (*1) and blog technologies.

This latest collaboration will allow Digital Palette to provide a solution that combines its know-how in planning digital cross-media marketing with Ajax, which is the richly expressive and highly expandable blogsite-building technology of Alliance Port. The blog software Movable Type and blog service Typepad Promotion offered by the leading company Six Apart KK will be used to provide the clients with high reliability and operability. This solution will allow clients to operate a quality-designed website without the need for knowledge about HTML or programming. In addition to the blog’s high-level search engine optimization (SEO), the client will enjoy increased marketing return on investment (ROI). Digital Palette plans to link this latest blog solution with its current comprehensive marketing platform DATA SCIENCE® (*2) in order to add E-commerce and digital campaign functions.

Six Apart offered the following comments regarding the launching of our latest solution: “Design is one of the key components in blog operation. Six Apart is extremely excited about this solution which heightens the advantage the blog has in easy renewal while further enhancing its effect.” (Nobuhiro Seki, General Manager, Six Apart KK)

1. Solutions offered

A: Site planning + Site building with Ajax + TypePad Promotion

B: Site planning + Site building with Ajax + Movable Type

*Can also be combined with Flash

2. Marketing strategy

Digital Palette will market this solution to small and medium-size enterprises which are faced with the challenge of website or digital campaign operations.

(*1) Ajax

Ajax stands for Asynchronous JavaScript+CSS+DOM+xmlHttpRequest. It collectively refers to a user interface building solution using asynchronous communication.

(*2) DATA SCIENCE®

A comprehensive solution centering on an integrated marketing database that packages various functions to realize digital cross-media marketing. This includes digital campaign functions that support new customer acquisition and sales promotion, and customer relations management functions that support customer retention, customer analysis, and increased royalties.

3. Outline of the concerned parties

Company name **DIGITAL PALETTE INC.**

Capital: ¥400,000,000

Location: 14F Hamarikyu Parkside Place, 5-6-10 Tsukiji, Chuo-ku, Tokyo

Establishment: April 2001

Corporate representative: Ryosuke Watanabe

Business outline:

- (1) Planning and production of digital content for websites and mobile sites
- (2) Development and sales of database marketing systems
- (3) Consulting services for the enhancement of information security, including protection of personal information, and the acquisition of international certifications
- (4) Consulting services for marketing strategies in various industry sectors

URL: <http://www.digitalpalette.co.jp/>

Company Name **Alliance Port**

Alliance Port is a creative unit represented by Masaki Yamabe and Hiroshi Yamato (former Six Apart employee). It is strong in areas of graphic design and the development of websites with high-quality design and operability.

URL: <http://www.allianceport.jp/>

<For further information, please contact the following:>

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