



March 17, 2014
Kakaku.com, Inc.

The cumulative total number of *tabelog* premium members exceeds 350,000!

Premium service for fee-paying users continues to grow in popularity

The number of fee-paying premium members has soared at *tabelog* ([http:// tabelog.com/](http://tabelog.com/)), a ranking and word-of-mouth restaurant review site operated by Kakaku.com, Inc. (head office: Shibuya Ward, Tokyo; representative director and president: Minoru Tanaka; TSE code: 2371). The cumulative total number of premium members, users with access to the site's premium service, exceeded 350,000 on March 16, 2014 (Sunday).

About Our Premium Service

Our premium service is available to users who pay a monthly fee of 315 yen and has been highly popular since its introduction in September 2010 for the greater convenience and higher added value it provides. The service enables food lovers to make the most of their dining experiences by offering premium members the opportunity to use premium coupons that offer high discount rates¹ available only to members and use mobile and smartphone versions of the site or iPhone/Android applications to sort or filter search results by preference.

¹Approximately 3,900 restaurants nationwide currently offer coupons with high discount rates ranging from 20% to 100%.

◆List of restaurants on *tabelog* that offer premium coupons:

http://tabelog.com/japan/0/0/premium_coupon/

◆About premium members: http://tabelog.com/rst/premium_service_guide

tabelog will continue to strive to provide a convenient, high-value-added service to users and restaurants.

About *tabelog*

Launched in March 2005 based on the concept of "a reliable restaurant selection service," the site provides restaurant rankings calculated using an original algorithm based on users' word-of-mouth information and ratings.

About *tabelog* rankings and scores: <http://tabelog.com/help/score/>

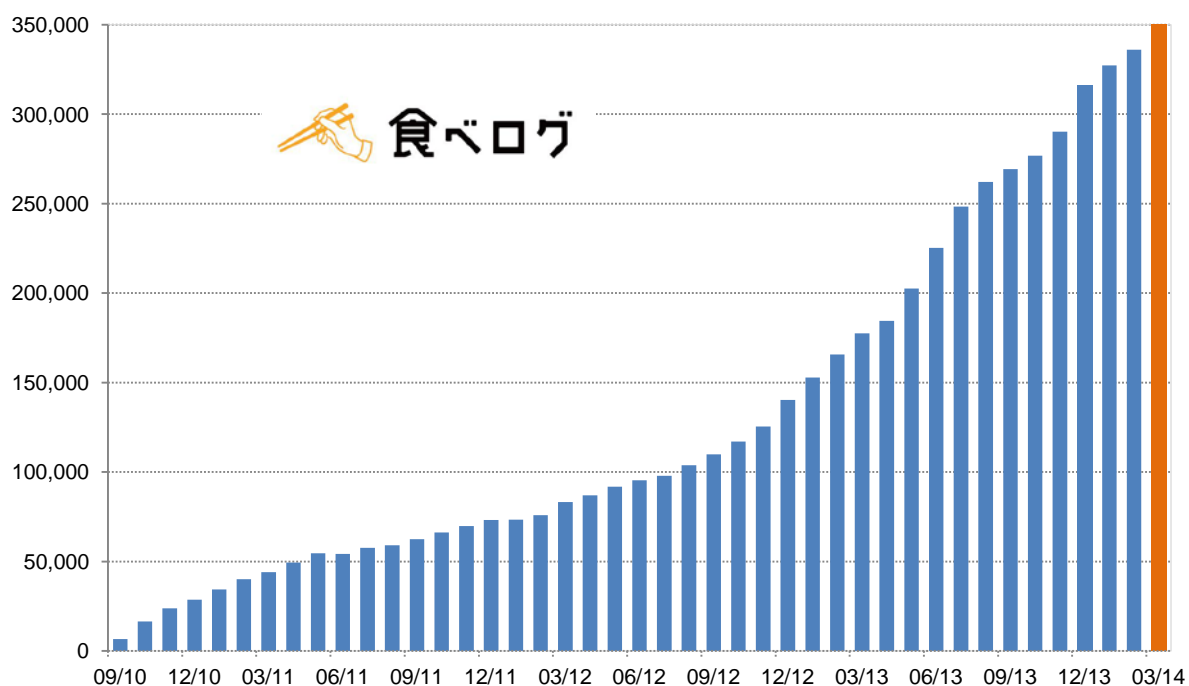
[Tabelog data] (as of December 2013)

Registered restaurants: approx. 760,000, Number of reviews: approx. 5.0 million reviews, Number of photos: approx. 18.3 million photos, Users: 53.01 million monthly users, Page Views: 1,166.92 million monthly PVs

<User Breakdown> PC: 24.97 million users, Smartphones: 26.39 million users, Feature Phones: 1.65 million users

Trend in Cumulative Total Number of Premium Members

(Premium Members)

**Kakaku.com corporate profile**

Address: EBISU IMARK GATE (Daikanyama Digital Gate Building), 3-5-7, Ebisu-minami, Shibuya-ku,
Tokyo 150-0022

Representative Director, President: Minoru Tanaka

Business description: Planning and operation of sites

Sites operated by Kakaku.com, Inc.:

http://corporate.kakaku.com/en/en_company/en_service.html

Media contact

Public Relations Office,

Kakaku.com, Inc. e-mail: pr@kakaku.com