

Kakaku.com, inc.

October 2009

Report on Site Access Status

kakaku.com

kakaku.com, Inc

Monthly Access Status Summary

2009/10	Users per Month (year-to-year)	Page Views per Month (year-to-year)
Group Websites	43.09M (+60.7%)	1,073.70M (+47.3%)
Kakaku.com	PC 20.90M (+40.4%)	780.44M (+32.8%)
	Mobile 2.09M (-%)	
tabelog	PC 11.19M (+60.3%)	221.12M (+130.9%)
	Mobile 1.53M (-%)	

* Monthly each site user (unique user) counting method

The number of monthly users is counted by site on a browser/IP basis.

The number of monthly users of each group site includes countable monthly mobile users.

■ Browser basis

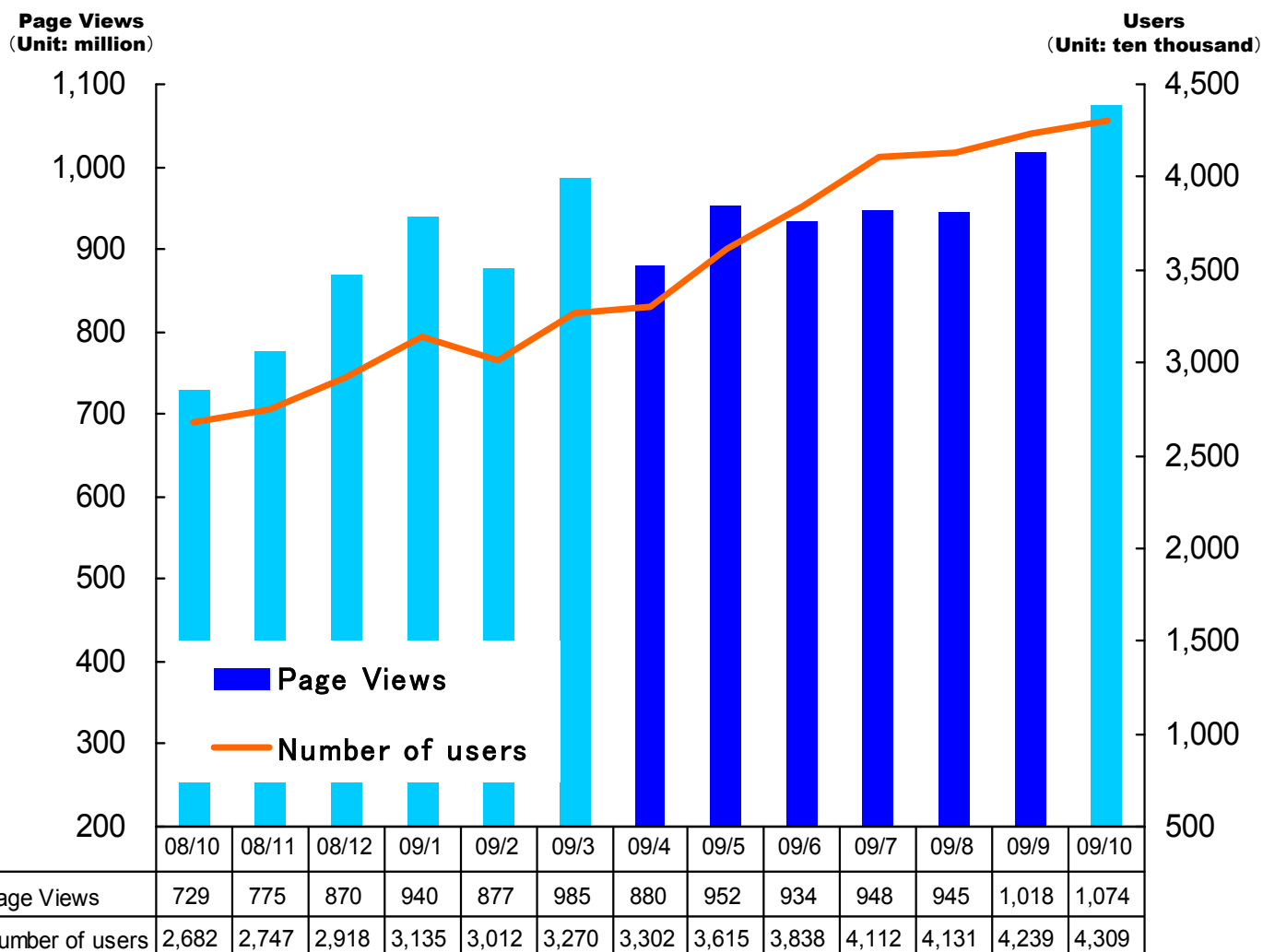
kakaku.com、4travel.jp、yoyaq.com、tabelog.com、mansion-db.com、eiga.com、tv.eiga.com、photohito.com、okyyuu.com、sumaity.com、kagakufx.com

■ IP basis

fx-rashinban.com

This document is a translation from the original Japanese version and is created for information purpose only. Should there be any difference between this document and the Japanese version, the content in the Japanese version is prioritized.

Monthly Group Site Access Status

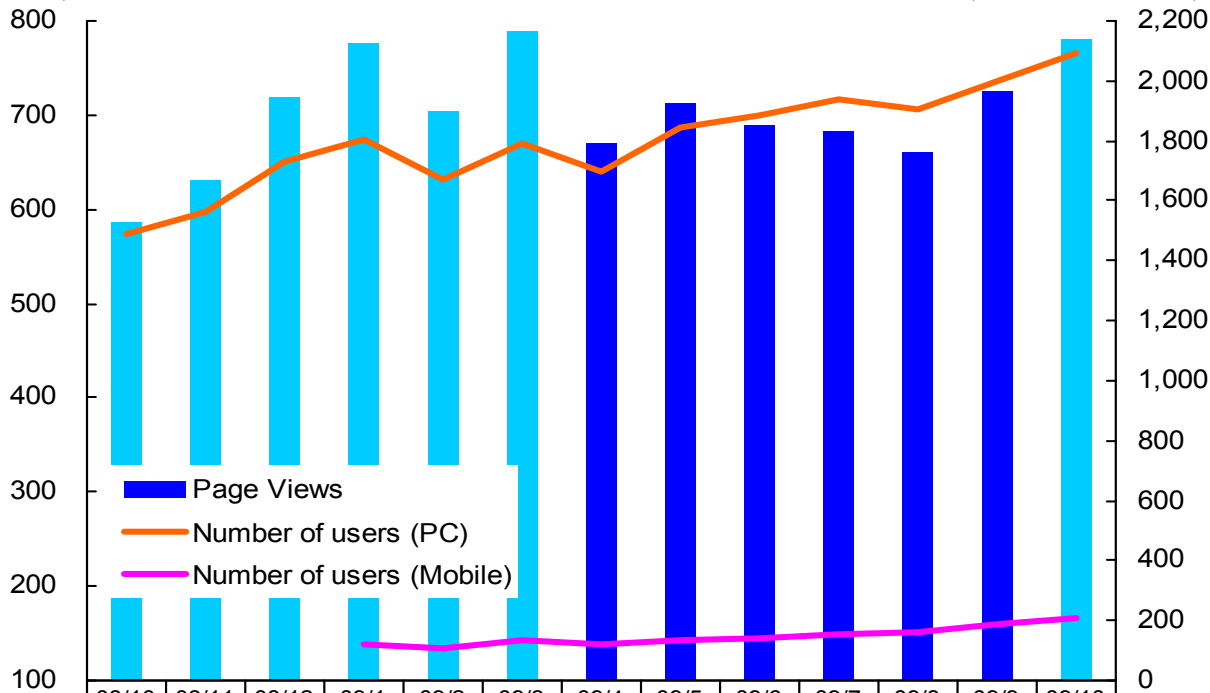


* For monthly each site user (unique user) counting method, see page 2.

Page Views
(Unit: million)

Monthly Access Status for kakaku.com

Users
(Unit: ten thousand)

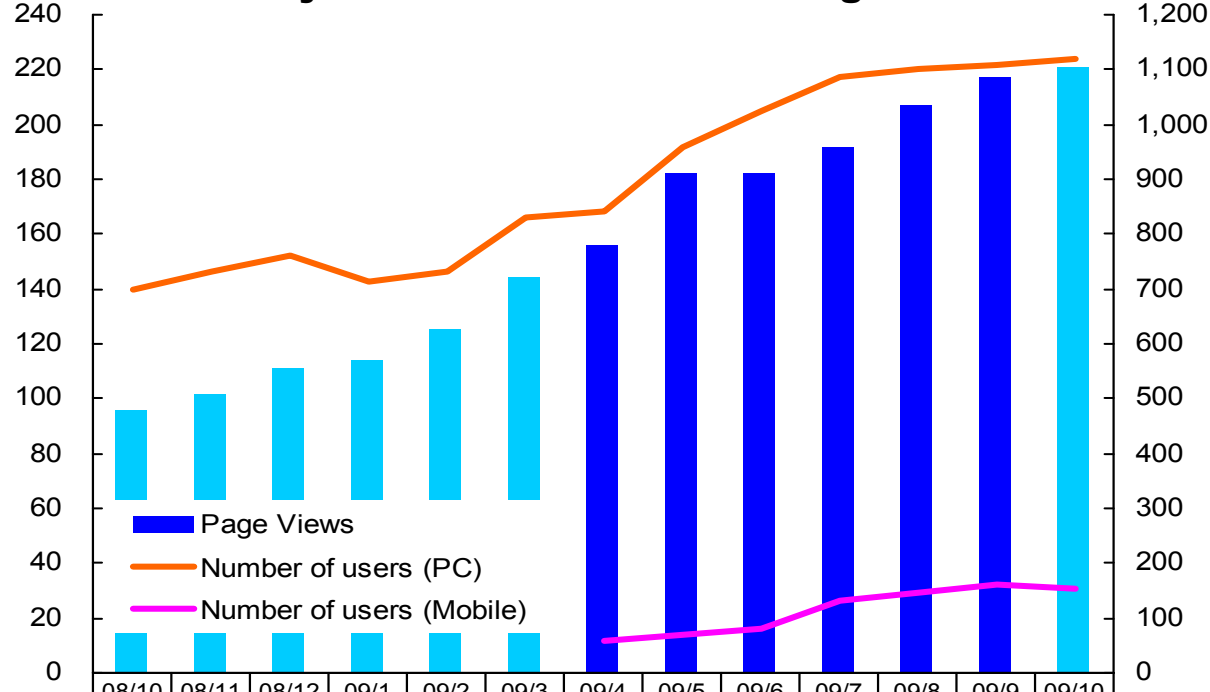


Page Views	588	631	719	777	703	789	669	712	690	683	662	726	780
Number of users (PC)	1,489	1,564	1,728	1,804	1,669	1,792	1,698	1,842	1,883	1,936	1,907	1,998	2,090
Number of users (Mobile)	-	-	-	120	108	131	119	135	144	155	160	185	209

Page Views
(Unit: million)

Monthly Access Status for tabelog

Users
(Unit: ten thousand)



Page Views	96	102	111	114	125	144	156	182	182	192	207	217	221
Number of users (PC)	699	731	761	712	731	830	842	960	1,026	1,088	1,100	1,107	1,119
Number of users (Mobile)	-	-	-	-	-	-	58	70	81	132	145	162	153

* For monthly each site user (unique user) counting method, see page 2.