

February 5, 2009

For Immediate Release

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Notice of Recognition of Extraordinary Losses and Revision of Full-Year Earnings Forecast

ValueCommerce Co., Ltd. announces that a Board of Directors meeting held today adopted a resolution on the winding-up and dissolution of its consolidated subsidiary Sozon Inc. and that, as a result, ValueCommerce expects to post extraordinary losses for the fiscal year ended December 2008 (from January 1, 2008 to December 31, 2008). In light of these extraordinary losses, ValueCommerce has also revised its full-year earning forecast announced on December 26, 2008 with the following details. Please refer to the “Notice of Winding-up and Dissolution of Consolidated Subsidiary (Sozon Inc.)” disclosed today.

1. Occurrence of Extraordinary Losses

ValueCommerce’s consolidated subsidiary Sozon Inc. was mainly engaged in the provision of search engine marketing services, nevertheless, the business environment surrounding Sozon grew increasingly grim and various measures were implemented in the face of declining profitability. However, ValueCommerce adopted the resolution to wind up and dissolve Sozon by the end of March 2009, judging that there was little prospect of profit improvement in the future.

The impact of the winding-up of Sozon on ValueCommerce’s results may vary due to a variety of factors, but at the moment ValueCommerce expects to report extraordinary losses on the winding-up and dissolution of Sozon by 76 million yen on a consolidated basis and by 153 million yen on a non-consolidated basis, respectively.

2. Revision of the full-year results forecasts for the fiscal year ended December 2008

(1) Consolidated

(Unit: Million yen)

	Revenues	Operating income	Recurring income	Net income
Previous forecast (A)	6,700	120	70	(123)
Revised forecast (B)	6,786	146	93	(95)
Change(B-A)	86	26	23	28
Rate of change, %	1.3%	21.8%	34.1%	-
(For reference) Performance for the fiscal year ended December 31, 2007	5,871	200	214	12

(Note) Net income shown as “Previous forecast (A)” (announced December 26, 2008) is the same as the figure announced on November 4, 2008.

(2) Parent

(Unit: Million yen)

	Revenues	Operating income	Recurring income	Net income
Previous forecast (A)	5,700	170	180	(4)
Revised forecast (B)	5,738	212	220	(45)
Change(B-A)	38	42	40	(41)
Rate of change, %	0.7%	24.9%	22.6%	-
(For reference) Performance for the fiscal year ended December 31, 2007	5,033	258	274	11

(Note) Net income shown as "Previous forecast (A)" (announced December 26, 2008) is the same as the figure announced on November 4, 2008.

3. Reasons for the revision

(1) Consolidated earnings forecast

Our full-year consolidated earning forecast reflects our expectation that the cost-cutting activities initiated in the second half of the year will prove successful and operating income and recurring income will improve. At the net income stage, based upon careful examination of extraordinary gain and loss items, which came under scrutiny at the time of our previous release (December 26, 2008), we expect to record an extraordinary loss of 76 million yen on the winding-up and dissolution of Sozon Inc., as explained in "1. Occurrence of Extraordinary Losses," and consolidated net losses for the fiscal year are expected to 95 million yen.

(2) Parent earnings forecast

Our full-year parent earning forecast reflects our anticipation that the cost-cutting activities initiated in the second half of the year will prove successful and operating income and recurring income will improve. At the net income stage, based on a careful examination of extraordinary gain and loss items, which came under scrutiny at the time of the previous release (December 26, 2008), we expect to record an extraordinary loss of 153 million yen on the winding-up and dissolution of Sozon Inc., as explained in "1. Occurrence of Extraordinary Loss," and parent's net losses for the fiscal year are expected to 45 million yen.

(Note) Forward-looking statements including earnings forecasts are based on assumptions and information available at the time. Actual results may differ materially from these forecasts on the basis of various factors.