

May 18, 2010

For Immediate Release

Polaris Capital Group Co., Ltd.

Fuji Media Holdings, Inc. invests in ekitan & Co., Ltd.

ekitan & Co., Ltd. (ekitan), a company that provides train timetable information as well as navigation information for pedestrians over the Internet, announced that on April 28, 2010, Fuji Media Holdings, Inc. (FMH) became a new shareholder of the company. ekitan continues to maintain good relations with its other major shareholders, Polaris Private Equity Fund I (Polaris Fund I), managed by Polaris Capital Group Co., Ltd., Toshiba Corporation and Increment P Corporation.

In October 2007, Polaris Fund I and ekitan's top management completed a management buyout (MBO) of ekitan. Since then, ekitan has successfully grasped user needs and improved its services in terms of ease of use and quality, both of which have helped positioned the company for growth primarily in the areas of mobile services operations and ASP operations. As a result, ekitan's financial performance has grown steadily, and in the fiscal year ending March 2010, the company recorded its highest profits. ekitan is committed to further expanding its operations and increasing corporate value.

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