

February 28, 2014

Kimihiro Murayama
President
BULL'SEYE COMMUNICATIONS INC.

Announcement of Business Alliance with ASATSU-DK INC.

We at BULL'SEYE COMMUNICATIONS INC. are pleased to inform the conclusion of business collaboration agreement with ASATSU-DK INC. (hereafter "ADK") as of February 28, 2014.

BULL'SEYE COMMUNICATIONS INC. has been thriving in the areas of advertisement, PR, sales promotion, and creative business through close communications with clients and business partners. Our achievements are fruits of our commitment to the solid "bond", where both partners and we "feel together, think together, and grow together".

Our business tie-up will merge our advantages in media relationship, particularly strong in the area of magazine business, as well as our managerial resources, such as know-how and human network in fashion, accessory and jewelry industries, with ADK's ability to provide total solutions, marketing skills empowered by diverse data, planning and proposal capacity, and buying power. We envisage a dramatic leap in our performance through the synergy, which will enable us to respond to our clients' needs more accurately and promptly.

While adhering to the uniqueness of BULL'SEYE, epitomized in our attention to detail in our sales activities, we will commit ourselves to the further improvement of client satisfaction through this collaboration.

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