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For immediate release

Company Name: INTAGE Inc.
Representative: Norio Taori, President and
Representative Director
(Code: 4326, 2nd section of Tokyo Stock Exchange)
Contact for further information: Osamu Kudo, Director
Telephone: +81-3-5294-0111

INTAGE Announces Agreement to Acquire Hyperlink Research, a leading Market Research Company in China

INTAGE Inc. announced that it has signed a letter of understanding with Xinhua Finance Media Limited regarding the acquisition of Hyperlink Research, a market research company in China controlled by Xinhua Finance Media. The INTAGE board of directors passed a resolution approving the letter of understanding at a meeting held on January 22, 2009. Details of the transaction are as follows.

1. Background and Overview of the Transaction

Since opening its Representative Office in Shanghai in 1999, INTAGE has worked aggressively to expand its business in China. In 2002, the Company established a wholly-owned subsidiary, INTAGE Marketing Consulting (Shanghai) Co., Ltd. As the number of INTAGE client companies entering the Chinese market has increased, expectations regarding INTAGE's market research capabilities in China have steadily risen. In response, INTAGE provides execution of research services covering all of China and has continued to strengthen its service offerings in China.

Against this backdrop, INTAGE's 9th Medium-term Management Plan - formulated during the previous fiscal year - identified the aggressive expansion of investment, including through M&A, as one of the Company's key growth drivers. Based on this core strategy, INTAGE management affirmed its commitment to further reinforcing and expanding the Company's business in China through strategic acquisitions. INTAGE determined to seek out companies in the Chinese market possessing a sound business foundation and outstanding human resources.

Hyperlink Research boasts sales among the top-ten locally owned market research companies in China. It is a comprehensive market research company, whose services cover a wide range of fields and a broad line-up of methods. Hyperlink Research's clients are blue chip European and North American companies active in the Chinese market, and leading Chinese companies. Since Hyperlink's establishment in 1997 it has achieved rapid growth.

INTAGE summarizes the three main rationales behind its acquisition of Hyperlink Research as follows.

Firstly, in the strongly growing Chinese market, this acquisition will provide scale advantages through the strengthening of INTAGE's operating base. This transaction will enable INTAGE to expand its client base, research scope and research methods in the Chinese market.

Secondly, this transaction will expand INTAGE's operations network in China. INTAGE Marketing Consulting (Shanghai) has built its business focusing on Shanghai, however, through this transaction INTAGE will obtain offices in Beijing and Guangzhou.

Thirdly, this acquisition will enable INTAGE to obtain personnel with a high level of market research experience in China. Market research operations require a significant amount of know-how specific to each country and region. Hyperlink Research has many years of experience in Chinese market research and its management and staff includes many highly capable professionals with strong track records. This will facilitate an increased level of localization within INTAGE's marketing research operations in China.

The INTAGE Group aims to further strengthen its marketing research operations in China over the next few years and provide services that will contribute to its clients' business development in the Chinese market.

2. Outline of the Acquisition

Company to be acquired:	Hyperlink Research
Selling party:	Xinhua Finance Media Limited
Acquisition price:	1,050 million yen
Acquisition schedule:	Signing of a sale and purchase agreement in January 2009 (tentative) Closure of the transaction in April 2009 after approval by relevant government authorities (tentative)

Note: Since Hyperlink Research is constituted as a non-stock-issuing company, matters concerning stock have been omitted from this summary.

3. Impact on Earnings

If this transaction is completed, INTAGE will make a further announcement regarding any forecast impact on its consolidated earnings.

