

March 13, 2009

For immediate release

Company Name: INTAGE Inc.  
Representative: Norio Taori, President and  
Representative Director  
(Code: 4326, 2<sup>nd</sup> section of Tokyo Stock Exchange)  
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**INTAGE Announces Sale and Purchase Agreement to Acquire  
Hyperlink Research,  
a leading Market Research Company in China**

INTAGE Inc. announced that it has signed the Sale and Purchase Agreement with Xinhua Sports & Entertainment Ltd. (previous corporate name: Xinhua Finance Media Ltd.), based on the January 22, 2009 announcement regarding the acquisition of Hyperlink Research, a market research company in China controlled by Xinhua Sports & Entertainment Ltd. The Sale & Purchase Agreement was passed by the INTAGE board of directors at a meeting held on March 13, 2009. Details of the transaction are as follows.

1. Based on the Sale and Purchase Agreement, we at INTAGE Inc. and INTAGE Marketing Consulting (Shanghai) Co., Ltd. (or INTAGE Shanghai), INTAGE's wholly-owned subsidiary in China, acquire the entire share of Hyperlink Research in the form of a joint venture (ratio of equity: INTAGE 70%, INTAGE Shanghai 30%) and control Hyperlink Research as a consolidated subsidiary.
2. Official business operations of Hyperlink Research as our subsidiary are expected to commence late July or shortly afterwards after gaining official permission and Operating License from Chinese authorities regarding this acquisition.

<Reference>

• **Overview of Hyperlink Research**

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| (1) Company Name   | Shanghai Hyperlink Marketing and Research Co., Ltd.                         |
| (2) Representative | Stephen Xie, General Manager  |
| (3) Head Office    | Floor 12, Xin Cheng Mansion, 167 Jiang Ning Road,<br>Shanghai, China 200041 |
| (4) Establishment  | August 6, 1997  |
| (5) Business       | Marketing Research, Information Consulting Service                          |

