

For Immediate Release

April 28, 2005  
Culture Convenience Club, Co., Ltd.

### **CCC and MEDIACREATE Form Alliance for Stores and Marketing**

- **Reciprocal referral of stores and owners of TSUTAYA and “Yuyukukan”**
  - **Providing CCC marketing know-how to Media Create.**
- 

Franchise chain operator of 1,158 TSUTAYA locations in Japan, Culture Convenience Club, Co., Ltd., (“CCC”; headquarters: Shibuya-ku, Tokyo; President: Muneaki Masuda), and MEDIACREATE Co., Ltd. (“MEDIACREATE”; Headquarters: Numazu-shi, Shizuoka; President: Hirohiko Kato) with 50 multi-media Internet café locations have concluded a business alliance agreement focusing on the following two areas in regard to opening stores and marketing.

1. **Reciprocal introduction of store sites and franchise storeowners**  
Sharing property information held between CCC and MEDIACREATE, and mutually introducing prospective franchise storeowners will improve the promotion of new store openings of TSUTAYA and Yuyukukan.
2. **Offering marketing know-how to MEDIACREATE**  
The offering of IT-based marketing and store development know-how belonging to CCC, will support the advancement of the multimedia net café business through development of new store models, and discovery of new locations and customers for existing Yuyukukan operations.

In order to ensure close ties between CCC and MEDIACREATE, CCC has accepted a private placement of MEDIACREATE shares for a total investment of 11.46%, which includes 1.74% of stock already held by CCC.

(more)

**About MEDIACREATE Co., Ltd.**

Headquarters: 4-2 Tsutsui-cho, Numazu-shi, Shizuoka  
Representative: Hirohiko Kato, President  
Businesses: 52 Yuyukukan stores (29 corporate, 23 franchise), 18 “Megaton” and “Wow Cube” karaoke establishments, and 1 TSUTAYA store located mainly within Shizuoka and Kanagawa Prefectures.

Photo: Yuyukukan Hamamatsu-Miyatake (Hamamatsu-shi, Shizuoka).



**About Culture Convenience Club, Co., Ltd.**

Headquarters: Yebisu Garden Place 21<sup>st</sup> Floor, 4-20-3 Ebisu, Shibuya-ku, Tokyo  
Representative: Muneaki Masuda, President  
Lines of Business: Sales and rentals of videos, DVDs, CDs, books, magazines, game software and other entertainment content through the franchise chain operation of 1,158 TSUTAYA stores with a combined membership of 18.57 million members (as of February 28). Operator of TSUTAYA online Internet service, entertainment portal site, since July 1999.

---

Inquiries regarding the above:

Culture Convenience Club, Co., Ltd.  
President’s Office: Nishida  
Tel 03-5424-1937