

February 7, 2007

To whom it may concern

Corporate Communication Dept.
Oricon Inc.

Summary description of the case against the journalist Mr. Ugaya

Regarding our lawsuit against the journalist Mr. Ugaya which we filed with the Tokyo District Court on November 17, 2006, although we already expressed our views in our press release dated December 25, 2006, we explain anew the background to the lawsuit.

We usually listen attentively to any negative opinions and criticisms. As a media company, we do respect the freedom of speech and the press. Meanwhile, we do recognize that along with freedom comes responsibility.

This time, because the credibility of our ranking, which is our core business, was extremely damaged by “libel based on misinterpretation of facts” we filed a lawsuit to claim for damages by libel and for apology ad.

The reason why we sued only Mr. Ugaya in this lawsuit is as follows:

① Because the responsibility of libelous comments based on apparent misinterpretation of facts was on Mr. Ugaya

In the article of monthly magazine “Cyzo” published in March, 2006, Mr. Ugaya made “comments apparently based on misinterpretation of facts”, they are, “Oricon hardly disclose the research method.”, “Oricon counts even the number of booked ones.” Furthermore, Mr. Ugaya mentioned in his faxed answer to our content-certified mail to him dated June 23, 2006 that he corrected and edited the content of his comments by himself.

(Main facts about the disclosure of research method of ranking)

July 7, 2003

We started disclosing the list of cooperative shops for the research of ranking from the July 7, 2003 issue (No.1891) of our “ORIGINAL CONFIDENCE” magazine.

September 6, 2004

We started disclosing the list of cooperative shops for the research of ranking and the description of research method in our website “ORICON STYLE”.

March, 2006

In the April 2006 issue of monthly magazine “Cyzo”, Mr. Ugaya made a comment that “Oricon hardly disclose the research method.”

② To make the point of issue clear

In this lawsuit, the comment based on apparent misinterpretation of facts is the cause of the claim for damages by libel and the point of issue. We were concerned about spreading the point of issue across the entire article and making it obscure by suing the publisher of magazine, INFOBAHN Inc.

③ This was not the first time for Mr. Ugaya to libel us

In the February 3, 2003 issue of weekly magazine "AERA", Mr. Ugaya libeled us groundlessly in the article with his own name as the author.

As Mr. Ugaya is an active journalist in various fields such as popular music and journalism and writes books, we could not help but consider that his influence to the media was not small.

Here again, we do respect the freedom of speech and the freedom of the press and we do recognize that along with freedom always comes responsibility. The cause of this case is that the libel against us was made by apparent misinterpretation of facts and that is the point of issue of this case.

A judgment for this matter will be given at the court.

Contact for inquiries about this release

Hidaka, Corporate Communication Dept. Oricon Inc.

Tel: 03-3405-5252 Fax: 03-3405-8189