



# netprice group information release

November 25, 2008

netprice.com, Ltd.

## **netprice.com Starts New Global Shopping Service “SAKURA”, the Aggregation of the Japanese e-commerce Sites’ Items with Language Translations.**

**- Enables Overseas Consumers to Purchase JP Products on the Internet -**

netprice.com, Ltd., Shinagawa-ku, Tokyo (the “Corporation”) announced today that the new Global Shopping Service “SAKURA” ([www.sakurashops.com](http://www.sakurashops.com), the “SAKURA”) is launched along its strategies to expand the Global e-commerce business.

### 1. Objects and Background

“To be connected with the World”, the netprice group focuses and expands to establish the Global Business with the fascination of the Internet. Now, its subsidiary, Shop Airlines, Ltd. delivers the US items to Japanese customers in alliance with eBay, and Tenso.com, Ltd., which forward the Japanese Products to the consumers in all over the World. Also the Company recently opened the office in Shanghai, China.

In Asia, the Company takes the Chinese Market as its primary target where they find the demand of Japanese products is growing because of its economy growth and concerns to the local product in safety. In Japan, more Chinese tourists are found that they are shopping Japanese items.

In the other hand, with the influence from the World Economy Impact, the Japanese domestic retail market as well as its e-commerce market is suffering the recession. Thus many Japanese e-commerce sites are starting to consider going to the Asian/Chinese market where ramp up their sales volumes.

However, when these sites try to go into the overseas markets, still the barriers of Language, Payment, Shipping and Customer Support exist in front of them, and it may take much budgets and time if they establish their local branch and operation facilities.

So, SAKURA will take off these barriers and enables the Japanese e-commerce sites to realize to deliver their items to the overseas customers.

### 2. Business of SAKURA

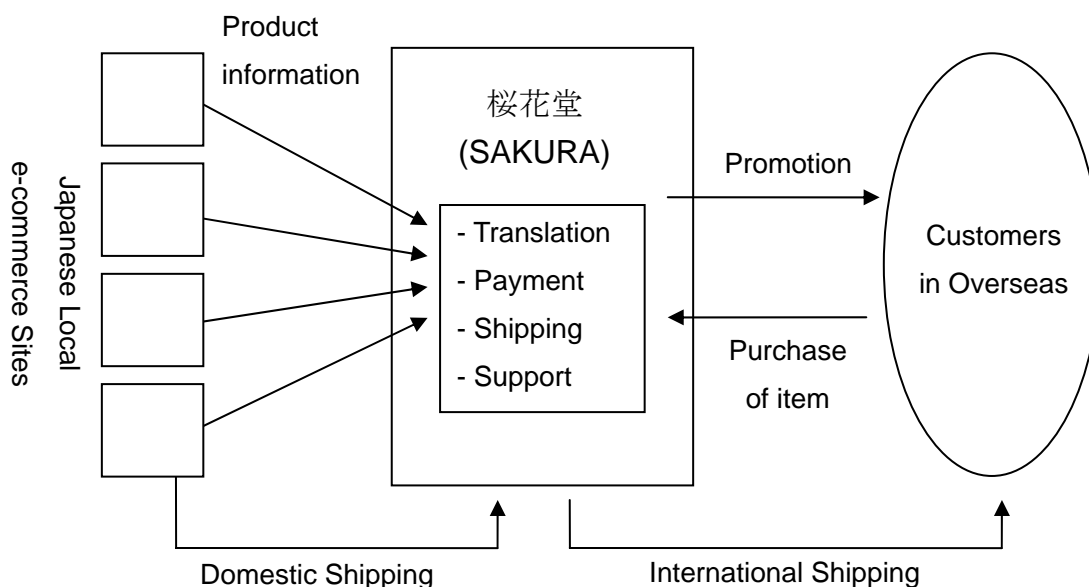
SAKURA is the website which aggregates contents and items of Japanese e-commerce sites and translate the language in English and Chinese. Promotion, Payment, Shipping and Customer Support is also provided by SAKURA. What those Japanese e-commerce sites have to do is only providing their item data to SAKURA.

SAKURA shows its interfaces and provide the Customer Support in multi-languages. The inquiries from customers are received in the dedicated contact center in China. Payment is processed with the major online payment service in China “Alipay”, and other methods are planned to be implemented to expand the service to all over the World.

SAKURA lets the Japanese e-commerce sites to broaden their sales channels to the

overseas market with monthly fee and sales margin. With no extra resource and no extra time – using SAKURA, the Japanese e-commerce sites can start to sell to the overseas customers as they sell to the domestic ones.

<OVERVIEW OF THE SITE>



Name: 桜花堂 (English Name: SAKURA)

URL: <http://www.sakurashops.com>

Integrating the Group’s expertise in Domestic & International e-commerce business, SAKURA establishes the new system which broadens the channel of Japanese e-commerce market. Bridging the demand for Japanese products in overseas market and demand for going abroad in Japanese e-commerce sites, SAKURA will provide new benefits and experiences to the global retail market.

3. About netprice

Company Name	netprice.com, Ltd. (TSE: 3328)
Representative	Teruhide Sato, President and CEO
Headquarter	4-7-35 Kita-shinagawa, Shinagawa-ku, Tokyo, 140-0001, Japan
Establishment	November 25, 1999
Year Ends	September
Capital	2,330 Million JPY
Business	Holdings of group companies’ shares and its management. Planning and development of Cross-boarder e-commerce

#### 4. Future Impact on Financial Results

The future impact of the start of the Service on the financial results of netprice.com for the fiscal year ending Sep. 2009 is forecasted to be small; however, netprice.com will seek to enhance future earning strength along with the expansion of its business domain through the Service.

#### 5. Contact

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