



February 21, 2005

For Immediate Release

Address: 26-1 Sakuragaoka-cho , Shibuya-ku, Tokyo

Company name: Global Media Online Inc.

Code No.9449

Company representative: Masatoshi Kumagai , Representative Director and President

Contact person: Masashi Yasuda , Executive Director

TEL: 03-5456-2555 (switchboard)

FAX: 03-3780-2611

URL: <http://www.gmo.jp>

## Notice of Change of Trade Name

Global Media Online INC. (“the Company”) is pleased to announce that a meeting of the Board of Directors held on February 21, 2005 approved the submission of a proposal to change the trade name as follows to the 14<sup>th</sup> Ordinary General Meeting of Shareholders to be held on March 29, 2005.

### Details

#### 1. Reasons for change

The GMO Group, with the Company as the core business entity, focuses on the IxP (Internet infrastructure) business and the Internet advertisement media business in the sphere of Internet infrastructure services and aims to build a Group able to contribute to the corporate sector and general consumers by creating an Internet “culture and industry” and by providing customers with “smiles and excitement.”

For this purpose, the Company proposes to change its trade name to more clearly express its image as an Internet group.

#### 2. New trade name (English notation)

GMO Internet Inc.

#### 3. Proposed date of change

June 1, 2005