

February 14, 2008

For Immediate Release

Company Name: GMO Internet Inc.
(TSE First Section, Code: 9449)
Address: 26-1 Sakuragaoka-cho Shibuya-ku Tokyo JAPAN
Representative: Masatoshi Kumagai, CEO and Representative Director
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Change of GMO Internet Group Company Name (Magclick Inc. [stock code: 4784] company name change)

Magclick Inc, consolidated subsidiary and part of the GMO Internet Group, Internet Advertising (Media) segment, resolved at a Board of Directors Meeting held today to propose a change of company name at the company's Annual General Stockholders' Meeting on March 19, 2008. GMO Internet Group is the corporate group built around GMO Internet Inc.

- 1 . New Name: GMO AD Partners Inc.

- 2 . Reasons for Change The company was established under the trading name Magclick Inc. in 1999. Since then it has actively promoted the Internet related advertising business. It has developed a number of products in the market and diversified the advertising products it handles.
The company is also a part of the GMO Internet Group advertising and support segment. The change to the company name listed above is intended to make more apparent the content of the company's business operations by its name.

- 3 . Date Effective July 1, 2008

- 4 . Company Outline

Current Name	Magclick, Inc. (stock code: 4784)
Head Office	26-1 Sakuragaokacho, Shibuya ku, Tokyo JAPAN
CEO	Shintaro Takahashi