

For Immediate Release

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(TSE First Section, Code: 9449)  
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### Change in Organization Structure and Director Responsibility

The GMO Internet Board of Directors meeting has resolved to make the following changes to organization structure and Director responsibility.

The GMO Internet Group is built on effective use of organizational strength and the online marketing expertise of an entity with a customer base of 580,000 businesses and 22.31 million individual users. Going forward we expect SEM\*1 (Search Engine Marketing) and LPO\*2 (Landing Page Optimization) technologies to grow more and more sophisticated. In order to consolidate our expertise and technology in these fields, to conduct research and development in new technologies, enhance the group's marketing strengths, and stay ahead of our competition we have established a Web Promotion Research Office.

The Web Promotion Research Office will be headed up by Executive Director, Tadashi Ito (Group Business Promotion Department).

The company established a Group System Support Section in April 2007 and an Innovation and Technology System Office in March 2008 to research next generation Internet technology and develop new businesses. The two new departments were set up with the objective of further boosting the GMO Internet Group's technological strength. With the addition of the Web Promotion Research Office the group now has a comprehensive technology plan that will allow us to better respond to customer needs and demands.

Name	New Area or Division of Responsibility	Former Area or Division of Responsibility
Tadashi Ito	Executive Director, General Manager, Group Business Promotion Department and Web Promotion Research Office	Executive Director, General Manager, Group Business Promotion Department

\*1 In SEM (Search Engine Marketing) the search engine is the advertising medium. This form of marketing aims to maximize the number of users directed from the search engine to a company's web site.

\*2 LPO (Landing Page Optimization) determines the first page a user views on a web site in order to maximize the percentage of visitors who take actions profitable to the company such as purchasing a product or requesting a document.