



AIP Announces Management Buy-out
Sponsored by Mizuho Capital

Tokyo, October 1st, 2009: AIP Corporation (“AIP”), Asia’s leader in online data collection and online panels, is pleased to announce an agreement with Mizuho Capital Co., Ltd. (“Mizuho Capital”) to acquire outstanding AIP shares from MACROMILL Inc. (“MACROMILL”), in a management buy-out (MBO). It is anticipated that this deal will be concluded by the end of this year.

Management of AIP in cooperation with Mizuho Capital will make AIP an independent company, allowing AIP to accelerate its expansion of online panels in Asia, while allowing the company to streamline and enhance its internal decision making processes and more aggressively pursue long-term strategic plans to position itself as a leading provider of online data collection and online panels in the international research market.

MACROMILL has been the major shareholder of AIP since July 2005, owning 56.4% of AIP’s shares. The transferred price from MACROMILL to Mizuho Capital is 664,100,000 Japanese Yen for 1,450 shares, out of the company’s total of 2,615 shares. After this Management Buy-out is complete, AIP management will own 30.3% and Mizuho Capital will own 19.9% of AIP shares.

MACROMILL will continue to hold a part of AIP shares and have a cooperative business relationship with AIP. The two companies will jointly provide global research services in the Japanese domestic market and AIP will offer MACROMILL’s Japanese online panels to the international market.

Roy Kimura, Director of AIP Corporation, states, “It is our great pleasure to announce this Management Buy-out, with deep cooperation and understanding by MACROMILL and Mizuho Capital. MACROMILL have given us great expertise in the Japan market and solid business experience over the past four years. We will continue our strong business alliance even after this deal. In addition, Mizuho Capital, one of the top venture capital firms in

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Japan, will leverage our company with their extensive experience supporting 756 IPO exits in Japan. The partnership with Mizuho Capital is strategically important to our continued development, and we are excited to see the positive synergy with them. AIP has achieved sound growth to position ourselves as Asia's leader in online data collection and online panels with high quality services so far, and we are sure that this deal will be of benefit to our clients and stakeholders.”

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About AIP Corporation

AIP Corporation is one of Asia's leading experts in online market research, serving market research companies worldwide utilizing its quality proprietary online panels, in-depth local knowledge/insights, and extensive fieldwork experience. Our active, rich and diverse panels encompass the key Asia countries: Japan, China, Korea, Taiwan, Singapore, Thailand, Malaysia, and Indonesia.

AIP is comprised of dedicated multi-national/lingual staffs specialized in global projects, bringing regional expertise and local know-how that go unmatched. We have offices in Tokyo (HQ), Shanghai, Seoul, Hong Kong and New York. For more information about AIP Corporation, please visit www.asia-info.com/global.

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