

For Immediate Release

Company name: ValueCommerce Co., Ltd.

Representative: Chairman & CEO Brian Nelson

(Tokyo Stock Exchange Mothers Stock Code: 2491)

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ValueCommerce Acquires Shares of JP21, inc., which Becomes an Equity Method Affiliate

TOKYO – November 14, 2007 -

ValueCommerce Co., Ltd. (hereinafter: ValueCommerce) announced that its Board of Directors today resolved to acquire shares of JP21, inc.(hereinafter: JP21), which would be made an equity method affiliate. Details are as follows:

1. Reason for the Acquisition of Shares

JP21 operates an informational comparison website for various financial products, which is an important media partner website for the affiliate marketing service provided by ValueCommerce. ValueCommerce will acquire shares of JP21 to strengthen its relationship with JP21 going forward.

2. Profile of JP21

(1) Company name: JP21, inc.

(2) Representative: Koichi Sugimoto, Representative Director

(3) Location: 15-19, Ichibancho, Mishima City, Shizuoka Prefecture

(4) Date of incorporation: July, 14, 1999

(5) Main business activities: Internet media business

(6) Financial closing month: March

(7) Number of employees: 9

(8) Main place of business: 15-19, Ichibancho, Mishima City, Shizuoka Prefecture

(9) Capital stock: 10 million yen (as of March 2007)

(10) Total number of outstanding shares: 100 shares

(11) Major shareholder and shareholding: Koichi Sugimoto, 100%

(12) Recent financial results (JPY)

	FY2006 (Apr2005 – Mar2006)	FY2007 (Apr2006-Mar2007)
Sales	289 million	738 million
Gross profit on sales	289 million	738 million
Operating profit	39 million	87 million
Ordinary profit	39 million	88 million
Net profit	24 million	44 million
Total assets	96 million	260 million
Net assets	56 million	108 million
Dividend per share	-	-

3. Summary of the Share Acquisition

(1) Acceptance of capital increase through private placement

- (i) Acceptance price: 16,260,163 yen per share
- (ii) Number of accepted shares: 23 common shares
- (iii) Total amount of acceptance: 373,983,749 yen

(2) Acquisition from existing shareholder

- (i) Name: Koichi Sugimoto
- (ii) Number of shares: two shares
- (iii) Relationship with ValueCommerce Co., Ltd.: No significant relationship

4. Number of Acquired Shares, Acquisition Price, and the Status of Shareholding pre and post Acquisition

- (1) Number of shares held before acquisition: 0 share (Shareholding: 0.0%)
(Number of voting rights: 0)
- (2) Number of acquired shares: 25 shares (Number of voting rights: 25)
- (3) Number of shares held after acquisition: 25 share (Shareholding: 20.3%)
(Number of voting rights: 25)

5. Schedule

- November 14, 2007: Resolution by the Board of Directors
- November 14, 2007: Entry into a stock investment agreement (planned)
- By November 30, 2007: Acquisition of shares (planned)

6. Future Outlook

The effect of this matter on the results for the current term is expected to be slight. Consequently, there is no change in the forecasts for the term ending December 2007, which were announced on July 26, 2007.