



Press Release

September 15, 2011

Geniee Inc.

Geniee announces the decision of the third-party allocation of shares (72.6 million yen) by Global Brain Corporation

Geniee Inc. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Tomoaki Kudo; hereinafter referred to as the "Geniee") announces the third-party allocation of shares of 72.6 million yen by Global Brain Corporation (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yasuhiko Yurimoto; hereinafter referred to as the "GB"), which was settled at an extraordinary meeting of shareholders.

Geniee is a startup company specializing in the ad technology established by experienced members who launched the ad network business of Recruit. The Company offers a Supply Side Platform (SSP) that can maximize the revenues of online media.

Founded in April 2010, Geniee set up a partnership with domestic and international demand side platforms, ad exchanges, and ad networks and gained over 300 websites of media corporations and individuals to support maximum revenues, showing rapid business growth.

The purpose of the allocation of new shares to a third party is to actively recruit excellent human resources and strengthen the corporate system for the expansion of the business, as well as to utilize the global network owned by GB, aiming to expand the ad network for computers and smartphones in overseas market mainly in Southeast Asia.

GB is an independent venture capital that provides thoroughgoing hands-on support for promising startup corporations in its early stage.

In addition to GB's financial assistance, GB plans to provide multilateral support, including strategic planning, support for affiliation with prospective domestic and international business partners, overseas expansion, and IPO assistance to make Geniee a leading company in the online ad industry.

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Website: <http://geniee.co.jp/>

Global Brain Corporation

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