



Press Release

September 3, 2012

Geniee Inc.

Geniee Inc. announces the allocation of new shares to a third party by GREE Ventures, Inc.

Geniee Inc. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Tomoaki Kudo; hereinafter referred to as the "Geniee") announces the allocation of new shares to a third party by GREE Ventures, Inc. (Headquarters: Minato-ku, Tokyo; Representative Director & CEO: Yoshikazu Tanaka; hereinafter referred to as the "GREE Ventures").

Geniee is a 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 revenues of online media.

Founded in April 2010, Geniee set up a partnership with demand side platforms popular in Japan and ten countries, ad exchanges, and ad networks and gained over 900 websites of media corporations and individuals to support their maximum revenues, showing rapid business growth.

The purpose of the allocation of new shares to a third party is to further increase the added value of the Supply Side Platform offered by Geniee, such as the recruitment of excellent human resources and enhancement of infrastructures. In addition, by utilizing Geniee's superior technological capabilities and network as a base, the company has been considering ways to expand into North America and the Asia-Pacific region, aiming to further expand the business by actively finding market opportunities in these regions and promoting the expansion of cross-border trade schemes beyond the three regions, including the Japanese ad market, to become a leading company in the online ad industry.

#### Corporate Profile

Name: Geniee Inc.

Head office: 3F Kurozaki Bldg. 4-1-4 Roppongi, Minato-ku, Tokyo 106-0032

Established: April 2010

Representative: Tomoaki Kudo, Representative Director & CEO

Business lineup: Operation and provision of the Supply Side Platform that maximizes revenue of online media

Provision of marketing support services for advertisers

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