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**NEWS RELEASE**

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## **Microsoft Entrusts Operation of Its Online “Microsoft® Store” to Digital Garage**

DG provides full sales support on software packages including Windows®, as well as hardware and some software download products

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Digital Garage, Inc. (JASDAQ 4819; main office located in Shibuya-ku, Tokyo; President and Group CEO Kaoru Hayashi; henceforth DG), under a trustee agreement with Microsoft Co., Ltd., Japan (main office located in Shibuya-ku, Tokyo; President & CEO Yasuyuki Higuchi; henceforth Microsoft) regarding the development and operation of Microsoft’s first online store for the Japanese market, “Microsoft® Store,” started providing services on November 17, 2008.

Through Group company e-context (merged in October 2008), DG was engaged in the development of various services for Microsoft, from on-demand electronic distribution of Microsoft Points and Xbox Gold memberships for Microsoft’s Xbox360® home-use game console in September 2005, to the industry’s first MCML(\*1)-compatible settlement platform designed for Windows® Media Center and included in Windows Vista® in August 2008.

Both companies have been working together to find new approaches for direct retailing in Japan and to develop innovative services for a wide range of consumers by highlighting their distinctive strengths.

\*1: MCML (Media Center Markup Language) is a technology unique to Windows Vista and an XML-based declarative language used to create user interfaces with richly expressive visual images and dynamic layouts.

DG is devoting the Group’s collective expertise, experience and solutions to the operation of Microsoft Store, with operation and payment services being provided by e-context and system development being handled by DG&Ibex. DG’s comprehensive support for Microsoft Store also includes expansion of the client base through the Group’s media portals.

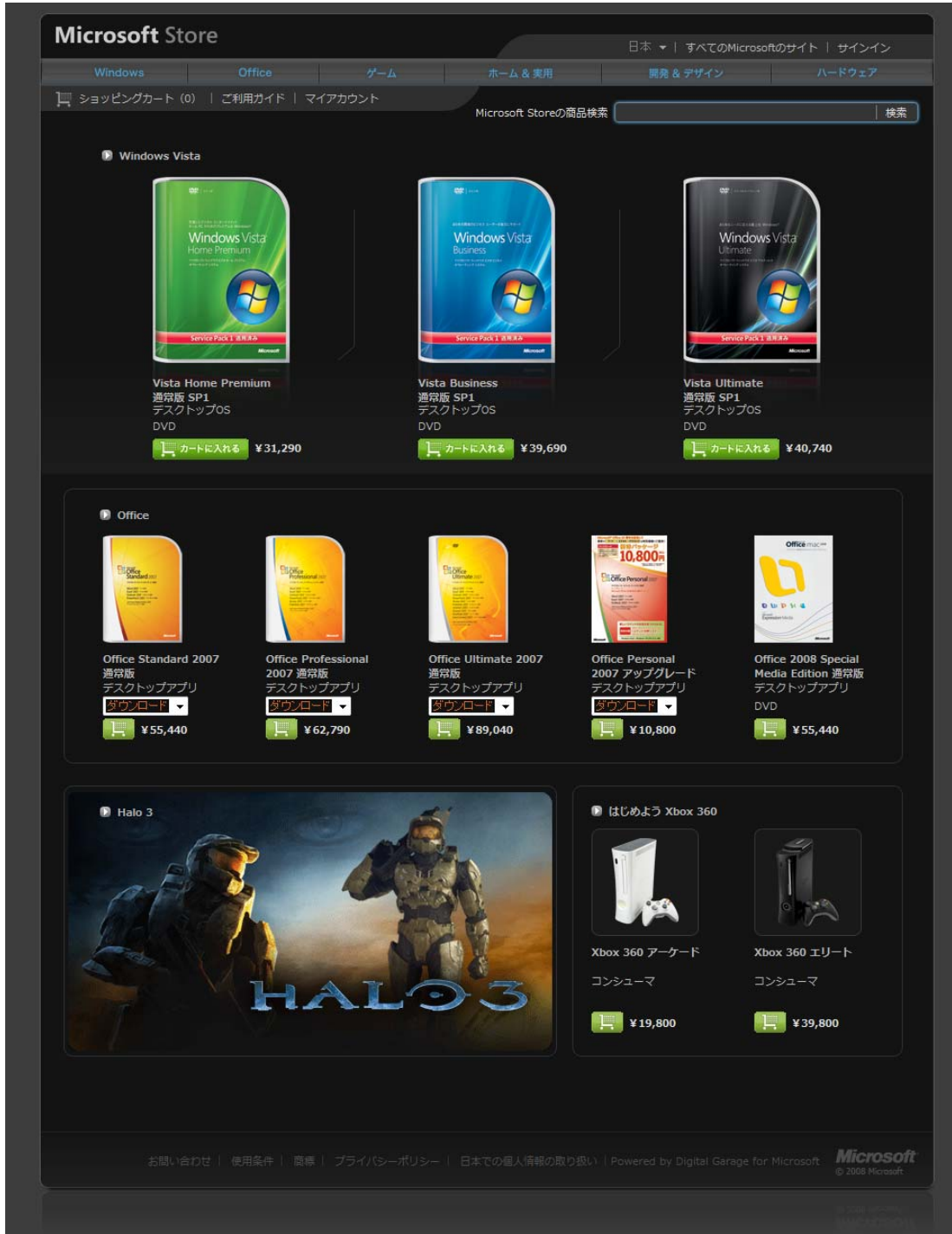
### **About Digital Garage’s e-context Company**

Established in 2000, e-Context was recognized as a leading e-commerce settlement and distribution services provider and the next-generation gateway that seamlessly linked consumers and e-commerce businesses. Since merging with its parent company, Digital Garage, Inc., in October 2008, it is positioned as the only hybrid solution partner that offers comprehensive solutions for IT development, promotion and settlement.

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The Microsoft Store top page, launched on November 17

<http://www.microsoftstore.jp/>



The screenshot displays the Microsoft Store homepage with a dark theme. At the top, there are navigation tabs for Windows, Office, ゲーム (Games), ホーム & 実用 (Home & Utility), 開発 & デザイン (Development & Design), and ハードウェア (Hardware). Below the navigation is a search bar and a shopping cart icon. The main content area is divided into several sections:

- Windows Vista:** Three product cards are shown: Vista Home Premium (DVD, ¥31,290), Vista Business (DVD, ¥39,690), and Vista Ultimate (DVD, ¥40,740). Each card includes a 'カートに入れる' (Add to cart) button.
- Office:** Five product cards are shown: Office Standard 2007 (¥55,440), Office Professional 2007 (¥62,790), Office Ultimate 2007 (¥89,040), Office Personal 2007 アップグレード (¥10,800), and Office 2008 Special Media Edition (¥55,440). Each card includes a 'ダウンロード' (Download) button and a 'カートに入れる' button.
- Halo 3:** A large banner for Halo 3 is displayed.
- はじめよう Xbox 360 (Getting started with Xbox 360):** Two product cards are shown: Xbox 360 アーケード (¥19,800) and Xbox 360 エリート (¥39,800). Each card includes a 'カートに入れる' button.

At the bottom of the page, there is a footer with links for 'お問い合わせ' (Contact), '使用条件' (Terms of Use), '商標' (Trademarks), 'プライバシーポリシー' (Privacy Policy), and '日本での個人情報の取り扱い' (Personal Information Handling in Japan). It also includes the text 'Powered by Digital Garage for Microsoft' and the Microsoft logo with '© 2008 Microsoft'.

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