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**PRESS RELEASE**

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## **CGM Marketing to accelerate its acquisition of advertiser and publisher clients for the Kiip smartphone advertising and reward platform**

### **~Yahoo! JAPAN App to begin a large-scale promotion~**

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CGM Marketing, Inc. (Head Office: Shibuya-ku, Tokyo, Japan, President & Group CEO: Kaoru Hayashi, henceforth "CGMM"), a subsidiary of Digital Garage, Inc. (TSE JASDAQ: 4819, Head Office: Shibuya-ku, Tokyo, Japan, President & Group CEO: Kaoru Hayashi, henceforth "DG"), has announced that the Kiip smartphone advertising and rewards (=coupons) platform provided by Kiip, Inc. (Head Office: San Francisco, CEO: Brian Wong, henceforth "Kiip") for which DG has an exclusive distribution right in Japan has been selected to support the promotional effort of "Yahoo! JAPAN App" by Yahoo Japan Corporation (TSE1: 4689, Head Office: Minato-ku, Tokyo, Japan, Representative Director and President: Manabu Miyasaka, henceforth "Yahoo! JAPAN"). Using Kiip, Yahoo! JAPAN will begin its "Use Yahoo! Japan apps, Get T Points" campaign on July 24<sup>th</sup>\*1.

This is the first promotional effort in Japan where the Kiip's Achievement ad technology is applied to a company's self-promotion. By distributing rights to join campaigns prepared by Yahoo! JAPAN as Achievement ads to be shown immediately after completing a certain activity within the Yahoo! JAPAN app, it aims to generate engagements between Yahoo! JAPAN and app users and to promote continued use of the app by its users.

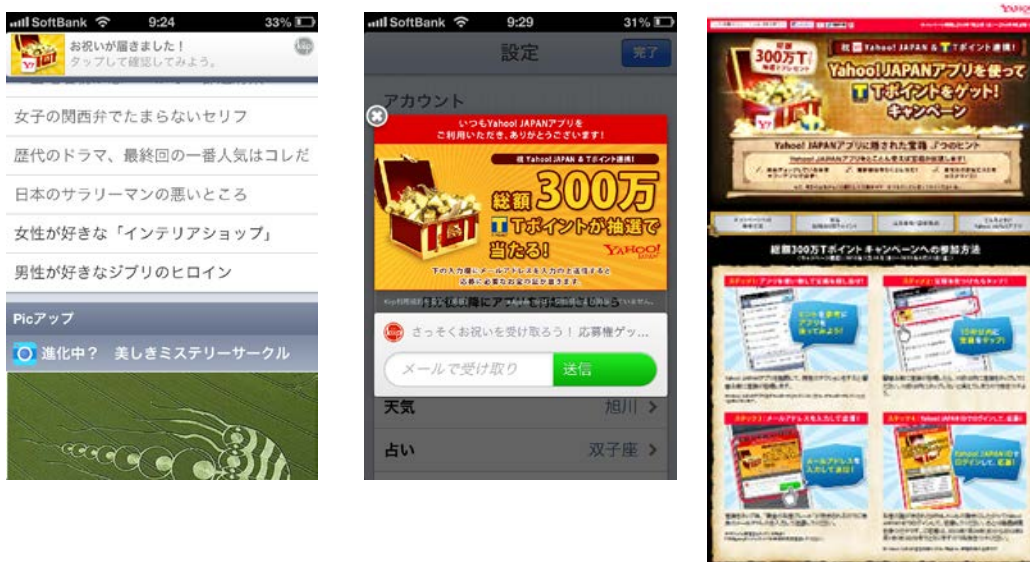
Using this campaign for Yahoo! JAPAN App as a starting point, CGMM will expand the app categories from expand the app categories that support Kiip's Achievement Ad from gaming to apps for portal sites, women, task management, cooking, and workout. Through these efforts it intends to increase the affinity between advertisers and app users based on Achievements and to build an online-based and O2O-based smartphone marketing model with a story.

\*1 Campaign Period: July 24<sup>th</sup> - August 23<sup>rd</sup>, 2013 [http://recommend.yahoo.co.jp/yjapp\\_tcampaign/index.html](http://recommend.yahoo.co.jp/yjapp_tcampaign/index.html)

\*2 Achievement ads = users feel a strong sense of accomplishment and elation when they finish a certain stage, gain a level, receive a high score, achieve points, or when they reach a certain target set by an app (= Achievement Moment). Kiip achieves a high-quality emotional marketing by displaying attractive coupons, samples, or premium content in Achievement Moment when users' motivations are high, creating a deep engagement between advertiser and users.

## PRESS RELEASE

### ◆ Outline of the Yahoo! JAPAN's campaign



### [About Kiip, Inc.]

Operates the Kiip platform, which has been adopted by over 1,100 apps in the US and many popular titles such as Any.DO, Unblock Me, Mega Jump, Recipe Search, and Gympact, totaling 45 million unique devices per month while the number of sessions from Japan has been increasing rapidly. Kiip has been selected as one of The World's Most Innovative Companies 2013 by Fast Company.

Company Name	Kiip, Inc.
URL	<a href="http://www.kiip.com">http://www.kiip.com</a>
Established	2010
Head Office	San Francisco, California, United States
CEO	Brian Wong
Investors	True Ventures, Hummer Winblad Venture Partners, Relay Ventures, Verizon Ventures

### [About CGM Marketing]

A joint venture company of Digital Garage, Dentsu Inc., cyber communications inc., and Asatsu-DK, Inc.