
NEWS RELEASE

Digital Garage To Support Japanese Expansion of Global Social Media Community Wikia Through Capital Investment To Wikia, Inc. and Advertising Sales On Wikia Japan

Digital Garage, Inc. (TSE JASDAQ: 4819; Head Office: Shibuya-ku, Tokyo; President and Group CEO: Kaoru Hayashi; Henceforth: DG), Wikia, Inc. (Head Office: California, San Francisco; CEO: Craig Palmer), the operator of a global online network of fan communities Wikia, and its Japanese subsidiary Wikia Japan KK (Head Office: Shibuya-ku, Tokyo; President: Ken Munekata; Henceforth: WJJK) have agreed to appoint DG as the exclusive ad sales representative of the Japanese Wikia site. Prior to this agreement, DG made an investment to Wikia, Inc. through DG Incubation, Inc. (Head Office: Shibuya-ku, Tokyo; President: Yasuyuki Rokuyata; Henceforth: DGI), a wholly-owned investment and incubation subsidiary of DG, in June 2014. In September 2014, DG made an equity participation to WJJK established by Wikia, Inc. By signing this exclusive advertising sales agreement for the Wikia Japan site, DG has deepened its relationship with both Wikia, Inc. and WJJK and solidified its position to effectively support the Wikia's community expansion efforts in Japan.

Established by the founder of Wikipedia, Jimmy Wales, in 2006, Wikia is a service aimed to support collaborative authoring of content for commercial pursuit. Fans navigate through the interactive social communities hosted on Wikia and interact with each other by adding and updating content for each of the various themes categorized under Games, TV, Music, Movies, Books, and Lifestyle. By providing a feature-rich multi-media platform that attracts super fans as well as content owners, Wikia has established itself as the ultimate source for relevant and powerful information. Ranked as one of the Top 10 Social Network Platform by Nielsen (*1), Wikia has a global user base with its over 300,000 communities containing articles written in over 200 languages, boasting 34 million multi-media pages of content and generating 1.7 billion monthly page views. DG has been a supporter of Wikia for years and hosted Jimmy Wales at its New Context Conference 2007 in Tokyo.



DG will collaborate with WJJK to spread Japanese contents such as manga and anime to fans around the world by applying its expertise in social media localization and ad sales to the Wikia site, while increasing its brand recognition in Japan to on par with that of English-speaking countries to nurture Wikia Japan to a community marketing platform with a rapid growth potential.

*1. Nielsen Corporation, "Social Media Report 2012: Social Media Comes of Age" (2012)



January 28, 2015
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About Wikia, Inc.

Company Name: Wikia, Inc.

Established: December 2004

Representative: Craig Palmer, CEO

Headquarters: San Francisco, California, United States

Business Description: Operates Wikia, a social community platform run by fans

Website: <http://www.wikia.com/>

About WJKK

Company Name: Wikia Japan KK

Established: April 2014

Representative: Ken Munekata, President

Business Description: Operates Wikia, a social community platform run by fans

Website: <http://ja.wikia.com/>

Service Inquires:

Email: wikia@garage.co.jp