



August 20, 2010

DeNA Co., Ltd.

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(Securities code: 2432; First Section of the Tokyo Stock Exchange)

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Notice that Disclosure of Monthly Trend Reports to Be Discontinued

Until now, at the beginning of each month DeNA has provided monthly trend reports (hereinafter, “Monthly Reports”) announcing indicators related to its core businesses. However, going forward the Company will no longer announce this information, as described in the notice below.

Reason for Discontinuing Announcements

In the past, at the beginning of each month DeNA announced major indicators for its core businesses, including (1) Trends in the Number of Moba-ge-town Members and Number of Page Views Per Month (Social Media Business), (2) Trends in the Number of Paid Mobaoku Memberships (E-Commerce Business), (3) Total Group Turnover (total turnover from matching services operated by the DeNA Group), (E-Commerce Business, Other Businesses). However, as the composition of the DeNA Group’s sales and profits are undergoing significant changes, the correlation between the indicators that are announced each month and actual revenue and income has become unclear. Consequently, we have elected to discontinue Monthly Report announcements.

Going forward, we will continue to announce decisions that have been made and the events that occur, as appropriate.

Please direct inquiries on this topic to:

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