

For Immediate Release

PIA Corporation
Toppan Printing Co., Ltd.
Industrial Growth Platform, Inc.

**PIA Corporation to Increase Capital through a Third-Party Allocation of New Shares
and the Formation of a Strategic Business Alliance**

TOKYO, May 29, 2008 — At a Board of Directors' meeting held on May 29, 2008, PIA Corporation resolved to increase its capital through the issue and third-party allocation of new shares. This initiative is designed to strengthen PIA's financial position and to secure the necessary funds required to finance future investment and growth. At the same time, Toppan Printing Co., Ltd., and Industrial Growth Platform, Inc. (IGPI) resolved, at meetings of their respective boards of directors, to underwrite the aforementioned third-party allocation of newly issued PIA shares. Furthermore, and as a part of this third-party allocation, PIA and Toppan Printing agreed to form a business alliance encompassing each company's Internet and related businesses.

Note: A Japanese announcement entitled, "Daisansya wariate zoushi niyoru shinkabushiki hakko ni kansuru oshirase" ("Notice Concerning an Increase in Capital through the Issue and Third-Party Allocation of New Shares") outlining full details was made today by PIA to the Kabuto Club, the press club of the Tokyo Stock Exchange.

Overview

1. Underwriting of Third-Party Allocated Shares

Toppan Printing and IGPI resolved to underwrite the third-party allocation of newly issued PIA shares.

Details of the number of shares and percentage shareholdings after underwriting of the third-party allocation of newly issued PIA shares are as follows. (Payment date: June 13, 2008)

Toppan Printing: 985,509 shares (8.73% after acceptance and acquisition)

IGPI: 481,800 shares (4.27% after acceptance and acquisition)

2. Business Alliance between PIA and Toppan Printing

Both Toppan Printing and PIA will pursue collaboration with respect to their Internet-related businesses. In specific terms, consideration will be given to promoting synergies between Toppan Printing's electronic handbill and leaflet and content distribution businesses and PIA's electronic ticket, @PIA Membership and @PIA Card businesses.

Note: A business alliance agreement was previously executed between PIA and IGPI. Under this agreement, announced on May 15, 2008, IGPI has undertaken to provide PIA with wide-ranging support in connection with the implementation of its medium-term management plan.

3. The Appointment of External Officers to PIA's Boards of Directors and Corporate Auditors (Scheduled date of appointment: June 21, 2008)

Candidate for appointment as an external corporate auditor: Shingo Kaneko (currently a Toppan Printing senior managing director)

Candidate for appointment as an external director: Kazuhiko Toyama (currently representative director and CEO of IGPI)

Company Profiles (As of May 2008)

PIA Corporation

Head office address: 5-19 Sanban-cho, Chiyoda-ku, Tokyo

Representative: Hiroshi Yanai

Founded: July 1972

Paid-in capital: ¥3,475 million

Business activities: Ticketing, publishing, information and related services

URL: <http://www.pia.co.jp>

Toppan Printing Co., Ltd.

Head office address: 1, Kanda Izumi-cho, Chiyoda-ku, Tokyo

Representative: Naoki Adachi

Founded: January 1900

Paid-in capital: ¥104,986 million
Business activities: Wide-ranging printing services encompassing securities and cards; commercial printing; publications printing; packaging; industrial materials; the Internet; electronics; and semiconductor solutions
URL: <http://www.toppan.co.jp>

Industrial Growth Platform, Inc.

Head office address: 3 Kandaneribei-cho, Chiyoda-ku, Tokyo
Representative: Kazuhiko Toyama
Founded: April 2007
Paid-in capital: ¥5,600 million
Business activities: Hands-on, risk-sharing support services for continued enhancement of corporate and business value over the long term
URL: <http://www.igpi.co.jp>

For more information:

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