

*May 27, 2010*

**Notice Concerning Termination of Shareholder Benefit Program**

The board of directors of TYO Inc. approved a resolution today to terminate the shareholder benefit program as follows.

**1. Reason for terminating shareholder benefit program**

Under the current program, shareholders of record on July 31 of each year who held at least 500 shares received a shareholder benefit (Quo Card).

As was announced today in a press release titled "Notice Concerning Extraordinary Profit and Loss and Revisions to Forecasts for Results of Operations and Dividend," TYO expects to report a net loss in the current fiscal year. Due to the outlook for a net loss, the company has reluctantly decided to terminate the shareholder benefit program.

TYO is currently taking many actions aimed at strengthening its financial position and resuming dividend payments as soon as possible. Initiatives include cutting costs across the entire group, integrating the TYO Group by merging consolidated subsidiaries with TYO, restructuring business operations by focusing resources on the core advertising content sector, and other measures. TYO believes that these actions will establish a sound financial base and further increase corporate value and shareholder value.

TYO extends its sincere apology to shareholders and asks for the continued support of shareholders as the company takes the actions needed to resume dividend payments as soon as possible.

**2. Description of shareholder benefit program that has been terminated**

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|--------------------------|--------------------|
| (1) 500 shares or more   | 1,000 yen Quo Card |
| (2) 2,500 shares or more | 2,000 yen Quo Card |
| (3) 5,000 shares or more | 3,000 yen Quo Card |

**3. Date of termination of shareholder benefit program**

The shareholder benefit program will be terminated beginning with the Quo Card distribution that was to have taken place for shareholders of record on July 31, 2010 who hold at least 500 shares.