

May 27, 2010

Notice Concerning Partial Amendments to the Articles of Incorporation

TYO Inc. at today's board of directors meeting approved a resolution to submit the following proposal concerning "Partial Amendments to the Articles of Incorporation" to shareholders at the Company's extraordinary shareholders meeting scheduled for June 24, 2010.

1. Reason for amendments

As was announced in the April 15, 2010 press releases titled "Notice of Establishment of a Record Date for the Convocation of Extraordinary Shareholders Meeting" and "Notice Concerning Determination of Details on TYO Group Integration", TYO resolved to execute a "TYO Group Integration" by merging the group companies with TYO subject to approval by the board of directors at an extraordinary shareholders meeting to be convened on June 24, 2010.

In accordance with the group integration, the businesses of companies to be participated in the group integration that are not listed in TYO's current Article 2 of the Articles of Incorporation will be added to the business purpose.

2. Description of amendments

Description of amendments is as follows.

(Revised sections are underlined)

Current Articles	Proposed Amendments
Chapter 1 General Rules	Chapter 1 General Rules
(Purpose)	(Purpose)
Article 2 The Company will conduct the following businesses and will own holdings and shares of companies and foreign companies that are engaged in the following businesses to control and manage the companies' business activities.	Article 2 (same as at present)
(1) Advertising agency	(1) (same as at present)
(2) Planning, production, manufacturing and sale of visual and music software and computer software	(2) (same as at present)
(3) Graphic design, illustration, character design, and planning, production development and sale of cartoons	(3) (same as at present)
(4) Planning, development and sale of character products	(4) (same as at present)
(5) Planning, production, publishing and sale of books	(5) (same as at present)
(6) Planning, manufacturing and sale of toys, fiber products for clothes, dry goods, posters, accessories, etc.	(6) Planning, manufacturing, <u>import and export</u> and sale of toys, fiber products for clothes, dry goods, posters, accessories, <u>daily goods, etc.</u>
(7) Planning, production, management and construction of outdoor advertisements, exhibits and interior design	(7) (same as at present)
(8) Planning, design, supervision and construction of construction works for advertisements and publicity	(8) (same as at present)
(9) Planning and implementation of regional development business	(9) (same as at present)
(10) Planning, production, operation and implementation of various events	(10) (same as at present)
(11) Education business to develop human resources related to visual media including domestic and foreign entertainers, writers and creators	(11) <u>Development, education, management and fee-charging employment introduction</u> of human resources related to visual media including domestic and foreign entertainers, writers and creators, <u>and mediation, management and promotion businesses</u>

Current Articles	Proposed Amendments
<p style="text-align: center;"><u>(new provision)</u></p> <p>(12) Holding of cultural programs including domestic and foreign workshops and training programs</p> <p>(13) Planning and production of various content using the Internet and mobile phones, and services to provide various information</p> <p>(14) Production and management of Internet websites</p> <p>(15) Mediation of Internet connection, access services</p> <p>(16) Acquisition, use, leasing, sale and management of industrial property right (patent right, utility model right, design right, trademark right), intellectual property right including copyright, publication right and related rights, other intangible property rights, characters and software</p> <p>(17) Management of film studios, recording studios and editing studios</p> <p>(18) Rental of movie and video equipment for filming and playbacks</p> <p>(19) Sale of visual devises and peripherals and visual and film-related consumable goods</p> <p>(20) Direct marketing business</p> <p>(21) Consulting business related to market research business and sales promotional activities</p> <p>(22) Management consulting business</p> <p style="text-align: center;"><u>(new provision)</u></p> <p>(23) Finance business</p> <p>(24) Real estate sale, brokerage, leasing, management and consulting businesses</p> <p>(25) Finance and accounting, personnel affairs, human resources development, construction and operation of information system, business concerning assets management, and payroll calculation and contract for various procedures for insurance and other business activities</p> <p>(26) Bill collection agency</p> <p>(27) Operation and management of investment business partnership assets and investment business liability limited partnership assets, and investments in investment business partnership and investment business liability limited partnership</p> <p>(28) Securities investment and trading business</p> <p>(29) All business activities associated with the above items</p> <p style="text-align: center;"><u>(new provision)</u></p> <p style="text-align: center;"><u>(new provision)</u></p>	<p>(12) <u>Planning, production, management and public relations businesses related to appearance of actors, singers and cultural figures in TV commercials</u></p> <p>(13) Holding of cultural programs including domestic and foreign workshops and training programs</p> <p>(14) Planning and production of various content using the Internet and mobile phones, and services to provide various information</p> <p>(15) Production and management of Internet websites</p> <p>(16) Mediation of Internet connection, access services</p> <p>(17) Acquisition, use, leasing, sale and management of industrial property right (patent right, utility model right, design right, trademark right), intellectual property right including copyright, publication right and related rights, other intangible property rights, characters and software</p> <p>(18) Management of film studios, recording studios and editing studios</p> <p>(19) Rental of movie and video equipment for filming and playbacks</p> <p>(20) Sale of visual devises and peripherals and visual and film-related consumable goods</p> <p>(21) Direct marketing business</p> <p>(22) Consulting business related to market research business an sales promotional activities</p> <p>(23) Management consulting business</p> <p>(24) <u>Consultation related to sales promotional activities and agency to accept applications, etc.</u></p> <p>(25) Finance business</p> <p>(26) Real estate sale, brokerage, leasing, management and consulting businesses</p> <p>(27) Finance and accounting, personnel affairs, human resources development, construction and operation of information system, business concerning assets management, and payroll calculation and contract for various procedures for insurance and other business activities</p> <p>(28) Bill collection agency</p> <p>(29) Operation and management of investment business partnership assets and investment business liability limited partnership assets, and investments in investment business partnership and investment business liability limited partnership</p> <p>(30) (same as at present)</p> <p>(31) <u>Provision of services of research, planning, design, supervision and construction concerning civil engineering, construction work, carpentry, roofing work, tile, brick and block works and interior finishing work, and consulting business</u></p> <p>(32) <u>Development and sale of computers and peripherals</u></p> <p>(33) <u>Maintenance services for computers, peripherals and software</u></p>

Current Articles	Proposed Amendments
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<u>(new provision)</u> <u>(new provision)</u> <u>(new provision)</u>	<u>(34) Leasing of information system related assets</u> <u>(35) Labor dispatch services</u> <u>(36) All business activities associated with the above items</u>
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3. Schedule

Date of resolution by board of directors May 27, 2010

Date of shareholders' meeting June 24, 2010