

A strategic re-branding...

Lyncs to be renamed SEVENSEAS MARKETING RESEARCH

On August 1, 2007, Lyncs Incorporated will be renamed SevenSeas Marketing Research Co., Ltd. and will continue to provide high quality marketing research services to its international and national clients and to the international marketing research community. SevenSeas Marketing Research will also bring together the full and extensive range of value added services that the SevenSeas Group offers, which include creative editorials, brand marketing, sales promotion and information technology, thus enabling our clients' to elevate their branding and marketing strategies. The extensive range of the SevenSeas Group's creative media content, whose readership are both highly defined and segmented, provide an invaluable source of marketing research, and, in combination with sales promotion events and creative editorials, bring companies closer to its customers. We trust that you will continue to be satisfied with the development of our organization and hope to grow our relationship with you.

Hideyuki Niwa