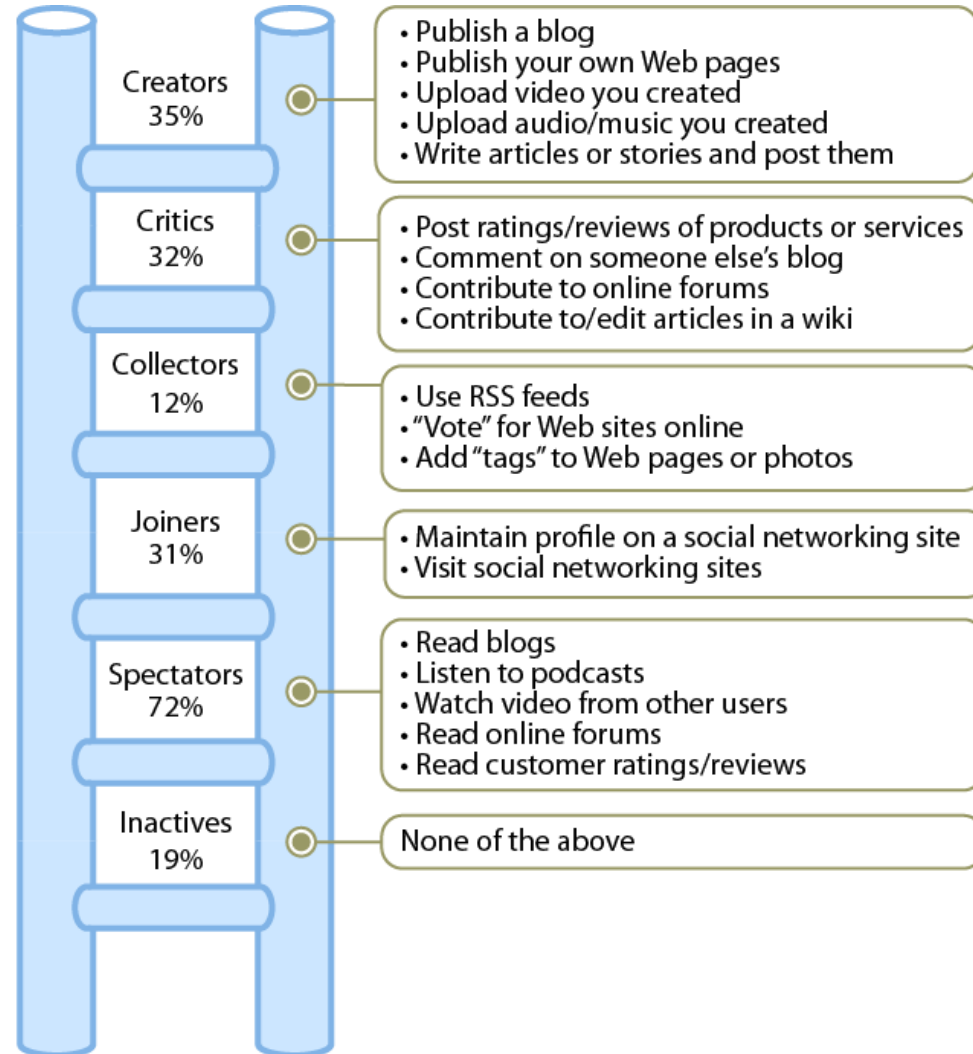


Use Of Social Activities Is Now Mainstream In Japan

Note: Groups include consumers participating in at least one of the indicated activities at least monthly



Base: online Japanese adults

Source: Asia Pacific Technographics® Survey, Q2 2008