



Press Release

J.D. Power Asia Pacific Reports:

ASAHI Net and Plala Rank Highest in Customer Satisfaction among High-Speed Internet Service Providers in Japan

TOKYO: 30 January 2008 –Among high-speed Internet service providers in Japan, ASAHI Net ranks highest in customer satisfaction in the FTTH segment, while Plala ranks highest in the ADSL segment, according to the J.D. Power Asia Pacific 2007 Japan High-Speed Internet Service Provider (ISP) Customer Satisfaction StudySM released today.

The study, now in its fourth year, measures customer satisfaction with high-speed Internet service providers in two segments: FTTH, which connects through a fiber-optic cable, typically resulting in faster connections; and ADSL, which utilizes data connections through a phone line. In both segments, eight factors are used to measure overall satisfaction: cost; connection quality; subscription procedure/application; information from provider; services offered; user support; connection and other operational settings; and provider's Web site.

ASAHI Net ranks highest in the FTTH segment with an overall satisfaction index score of 577 on a 1,000-point scale and performs particularly well in the cost, connection quality, connection and other operational settings and subscription procedure/application factors. Following ASAHI Net in the segment ranking is eo, achieving a score of 561 points and performing particularly well in the information from provider factor. Rounding out the top three in the FTTH segment is So-net (556), which performs well in the areas of provider's Web site, user support and services offered.

In the ADSL segment, Plala ranks highest for a second consecutive year with a customer satisfaction index score of 547 and performs particularly well in cost and subscription procedure/application. BIGLOBE and So-net follow in the rankings, earning scores of 537 and 535, respectively. BIGLOBE performs well in the connection quality, services offered, and information from provider factors, while So-net performs particularly well in connection and other operational settings.

This study finds that in both the FTTH and ADSL segments, overall customer satisfaction and customer loyalty have declined steadily since 2005. These decreases in customer satisfaction and loyalty are primarily due to changes in customer expectations. In addition to Internet connection service, customers are increasingly seeking more services from their Internet service providers.

“Now that broadband Internet usage has become commonplace, customers are increasingly demanding that their Internet service providers assume new roles, instead of simply being providers of Internet connection service,” said Yuji Sasaki, senior general manager of the research services group at J.D. Power Asia Pacific, Tokyo. “Due to an overabundance of service providers in the current ISP market, ISPs must differentiate themselves from the competition by not only enhancing the services they provide, but also by clearly communicating to consumers what their strengths are.”

The 2007 Japan High-Speed Internet Service Provider Customer Satisfaction Study is based on responses from 4,050 FTTH subscribers and 4,050 ADSL subscribers between 18 and 59 years old. Respondents were surveyed in September and October 2007.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific, established in 1990, conducts customer satisfaction research and provides consulting services in the automotive, information technology and finance industries. Information regarding J.D. Power Asia

Pacific and its products can be accessed through the Internet at www.jdpower.co.jp. Media e-mail contact: cc-group@jdpower.co.jp

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered, global marketing information services firm operating in key business sectors including market research, production and sales forecasting, consulting, training and customer satisfaction surveys. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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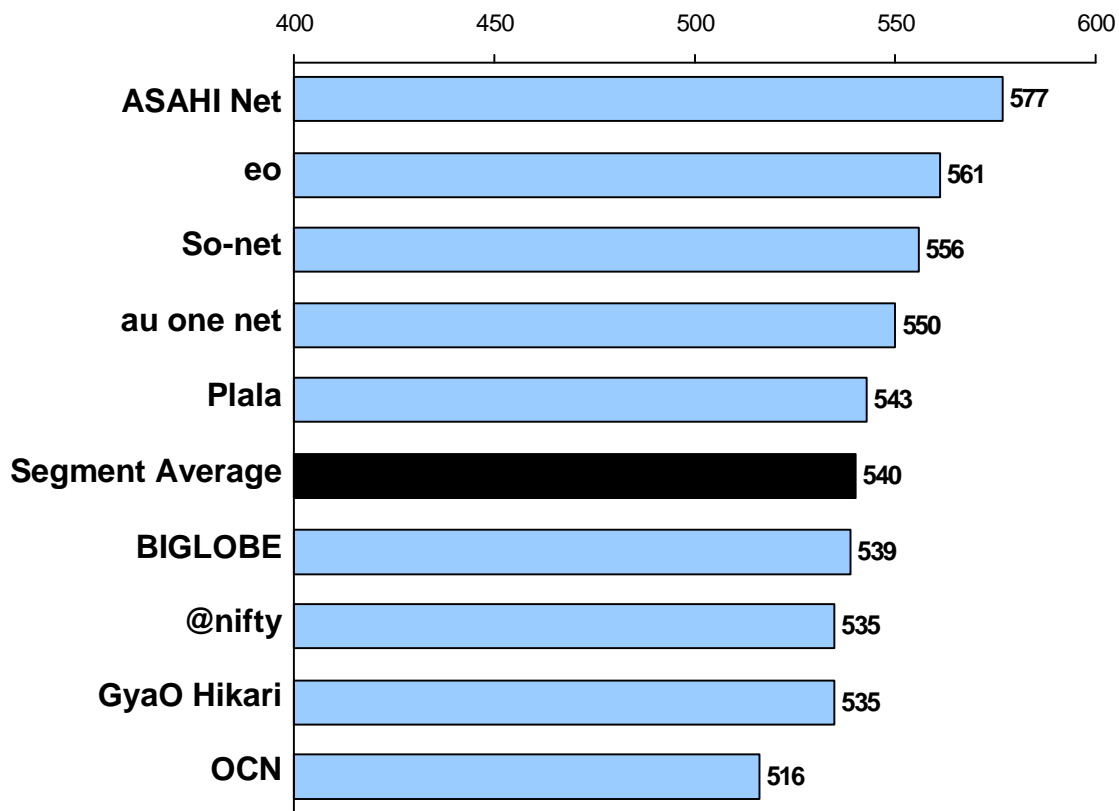
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NOTE: Four charts follow.

J.D. Power Asia Pacific 2007 Japan High-Speed Internet Service Provider Customer Satisfaction StudySM

Customer Satisfaction Index Ranking (Based on a 1,000-point scale)

FTTH Segment



NOTE: Included in the study, but not ranked due to small sample size, are: AOL, BB.excite, DTI, hi-ho, ODN, TikiTiki Internet and WAKWAK.

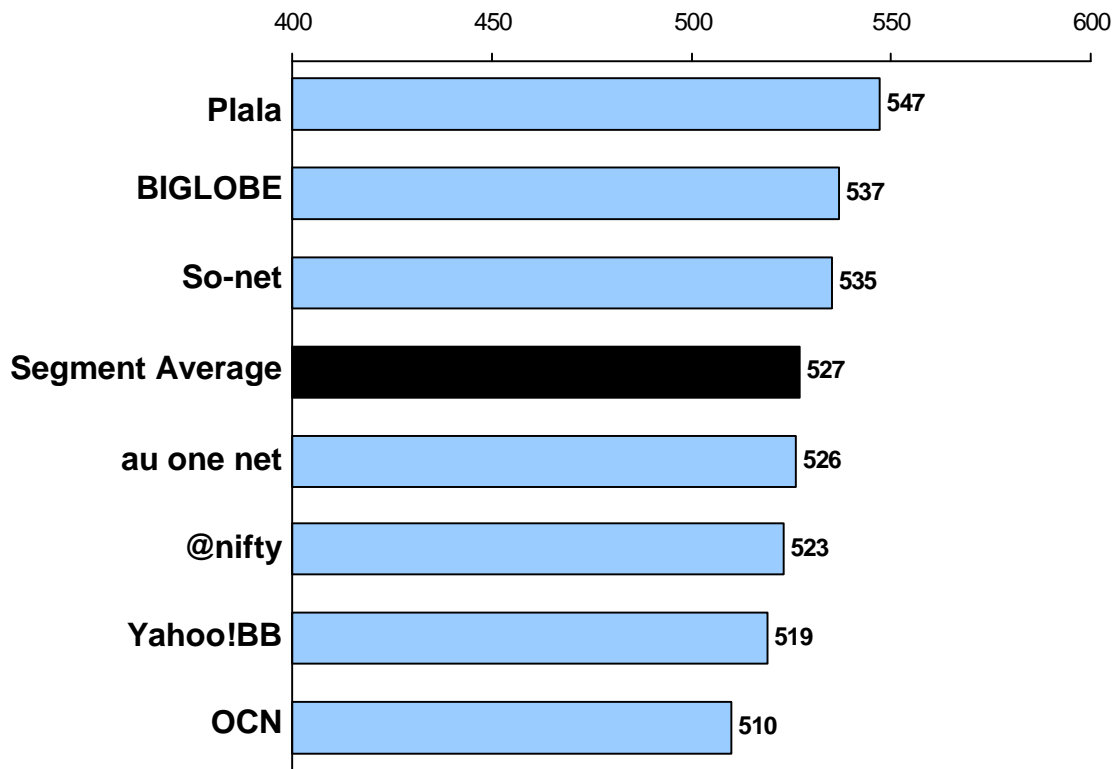
Source: J.D. Power Asia Pacific 2007 Japan High-Speed Internet Service Provider Customer Satisfaction StudySM

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Customer Satisfaction Index Ranking (Based on a 1,000-point scale)

ADSL Segment



NOTE: Included in the study, but not ranked due to small sample size, are: AOL, ASAHI Net, BB.excite, hi-ho, TikiTiki Internet and WAKWAK.

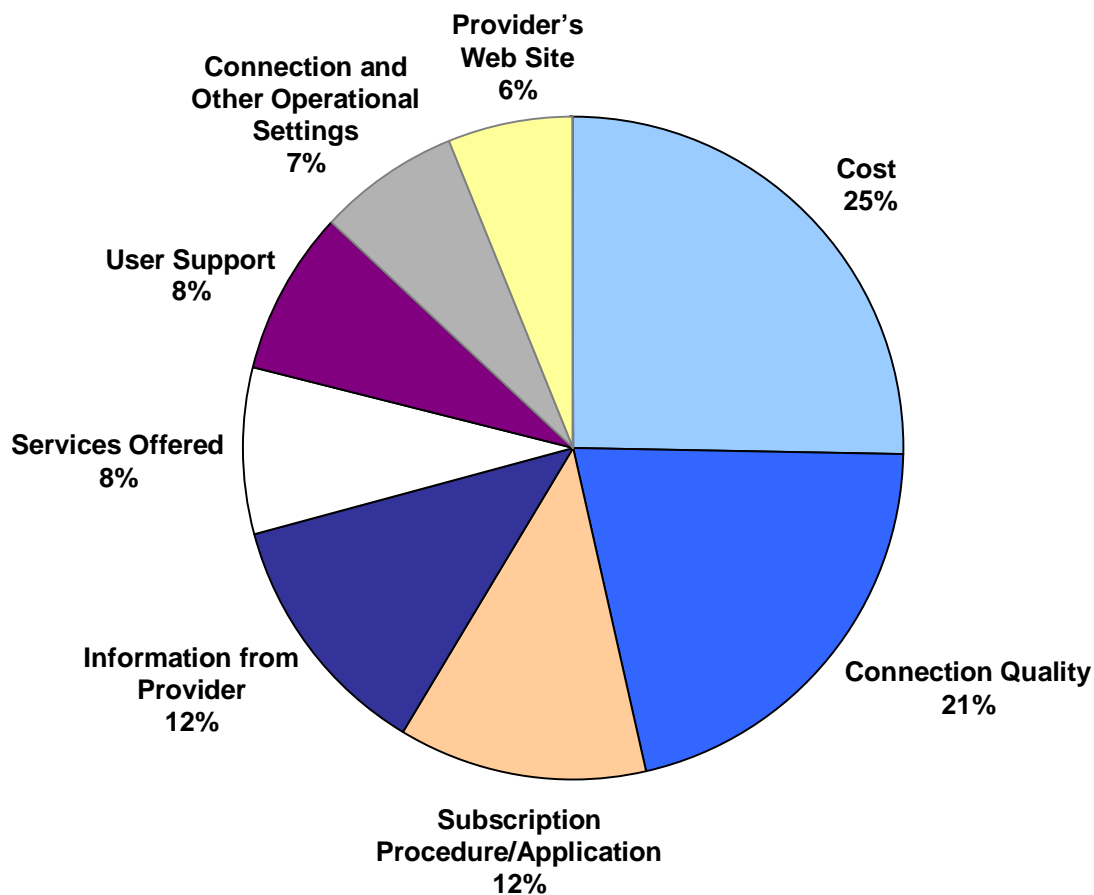
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Factors Contributing to Overall Satisfaction

FTTH Segment



NOTE: Percentages may not total 100 due to rounding.

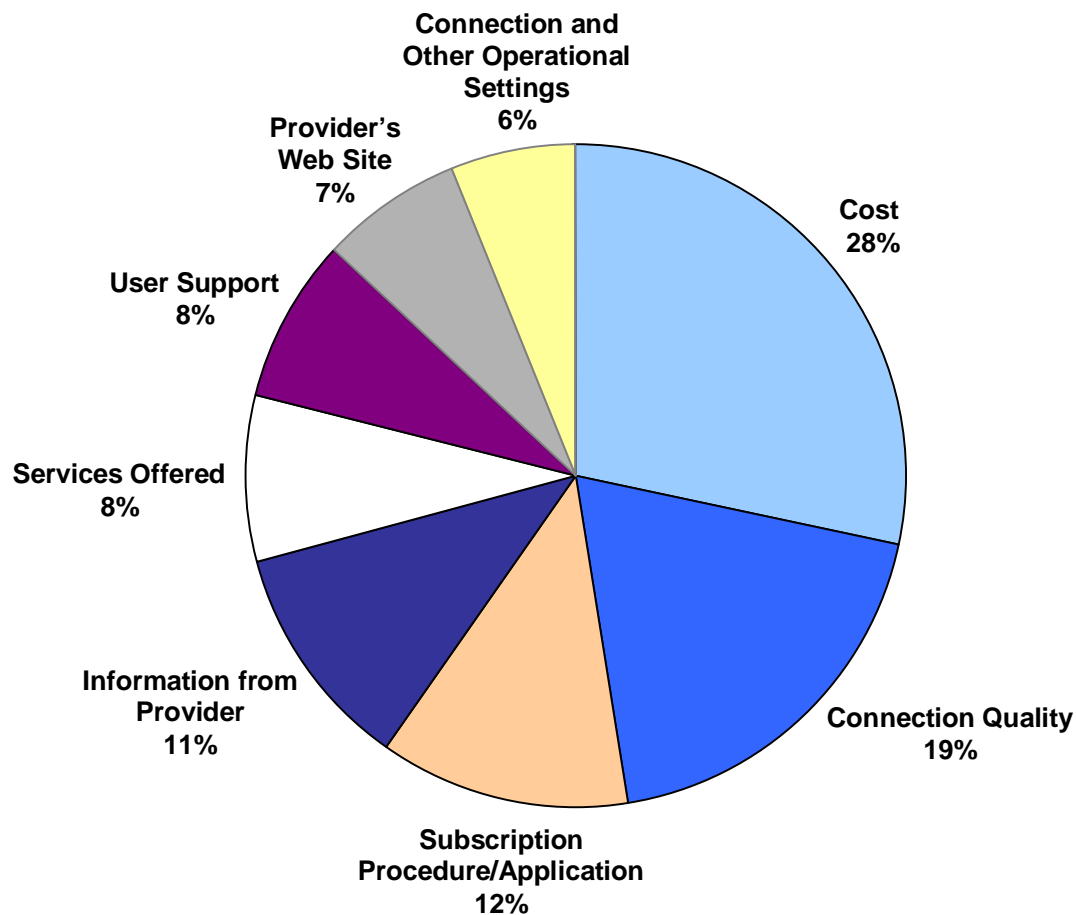
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Factors Contributing to Overall Satisfaction

ADSL Segment



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