

April 1, 2013

GyaO Corporation
Hakuhodo DY Media Partners

GyaO redesigns MLB official Japanese language site
- Improvements include advanced UI, better live game streaming, and more -

On April 1, 2013, GyaO Corporation (head office: 9-7-1 Akasaka, Minato-ku, Tokyo; Naoto Miyamoto, Representative Director) will debut a redesigned MLB.jp, the official Major League Baseball (MLB) Japanese site. GyaO operates the site with the support of Hakuhodo DY Media Partners (3-1-5 Akasaka Biz Tower, Minato-ku, Tokyo, Hisao Omori, Representative Director) and MLB Advanced Media, L.P. (MLBAM).

MLB.jp went live on March 27, 2012 as the official MLB Japanese site. The site has worked hard to popularize free live streaming of one MLB game every day and other innovative services and features. It has also captured the attention of MLB as the place for news about pitcher Yu Darvish's performance in the majors, Ichiro Suzuki's move to the Yankees, [and other happenings involving Japanese players in MLB]. Throughout the year the site has been lavishly praised by fans of Major League Baseball and baseball in general.

And now, the UI (user interface*1) has undergone a major redesign in time for the opening of the 2013 MLB season. Every page features an advanced UI with a timeline format that enhances the presentation of not only the latest video but news, columns, and all other content.

What's more, the new site has improved its most popular feature, live streaming of games, and will regularly feature not one but two MLB games every day. And even after a live stream has concluded, fans can enjoy a game using the site's newly added replay feature. (*2)

What's more, MLB.tv (*3) - where fans can purchase live pay-per-view of complete games and shop at the site's complete video archive - is now even better. A reorganized payment system enables visitors to purchase with Yahoo! Wallet (*4) and a wider choice of viewing styles should play a role in further bolstering the popularity of MLB.

In 2013 interest in MLB will be even higher with the entry of pitcher Kyuji Fujikawa and infielder Hiroki Nakajima into the major leagues. Through their operating partnership of MLB.jp as well as through the Internet, GyaO and Hakuhodo DY media partners aim to create even more MLB fans by bringing the latest news and video even faster to MLB fans in Japan.

*1 Refers to the screen and other features that Website visitors use to navigate site.

*2 Streaming ends when the free streaming period ends.

*3 Video content including live streaming and VOD video content are operated by MLB Advanced Media, L.P. (USA), a pay-per-view site.

*4 An online payment system provided by Yahoo! JAPAN Corporation.

GyaO! MLB.jp details

■ Site launch date

Scheduled for Monday, April 1, 2013

*Site redesign

*Free live streaming of two games on days MLB is played

■ URL <http://gyao.yahoo.co.jp/mlb/>

■ Content overview

PC version

- MLB live streaming (live streaming plus re-streaming of two games each day during the MLB season (may be canceled due to weather))
- Complete fielding and hitting highlights for all Japanese players. (all games)
- Game highlights (video featuring the best plays)
- FastCast, a complete game digest of the day's games
- Video of interviews and famous past moments, daily broadcasts of MLB official news as it occurs, and more

Smartphone version

- Delivers same content as the PC version (*Live streaming yet to be determined)

GyaO Corporation

GyaO Corporation is the consolidated operator of GyaO!, Japan's most popular free video streaming site, and the pay-per-view video site GyaO! Store, as well as Yahoo! Video Topics, Yahoo! TV, Yahoo! Fortune, Yahoo! Movies, and more. Everyday GyaO! presents everything from popular overseas dramas to animation, movies, comedy, and other must-see titles and new releases. GyaO! supplies more than 18,000 videos for viewer enjoyment at no charge. What's more, GyaO! Store sells more 35,000 video titles. GyaO! is also multi-device compatible, supplying popular titles not only to personal computers but also to smartphones and internet TV. At GyaO!, 19 million viewers replay some 120 million videos every month.

Hakuhodo DY Media Partners Incorporated

Hakuhodo DY Media Partners (HDYMP; Head office: Minato-ku, Tokyo; Established: December 1, 2003; President and CEO: Hisao Mori) is an integrated media company and fully owned subsidiary of Hakuhodo DY Holdings Incorporated (Tokyo Stock Exchange 1st Section, code: 2433T; Head office: Minato-ku, Tokyo; Established: December 1, 2003; President and

CEO: Hirokazu Toda). Utilizing the *sei-katsu-sha* concept, HDYMP works with media companies and content holders on enhancing communication value. HDYMP also partners with ad companies in the Hakuhodo DY Group and will continue to create communication markets by addressing the advertising needs of their clients.

*When posting this article, please use the attached images.

*Attached images are copyright protected.

© MLB.jp (GyaO!)

(Contact)

GyaO Corporation

Office of the president and public relations

c/o Morishima

9-7-1 Akasaka, Minato-ku, Tokyo 107-6211

TEL (main): +81-3-6864-3970

Public Relations: +81-3-6440-4354

FAX: +81-3-6864-3975

Email: gyao-release@mail.yahoo.co.jp

URL: <http://gyao.yahoo.co.jp/company/profile.html>

- PR blog (Yahoo! blog): http://blogs.yahoo.co.jp/gyao_kouhou

Hakuhodo DY Media Partners Public Relations Group

c/o Yamasaki/Nishihara

TEL: +81-3-6441-9347

FAX: +81-3-6441-9319