

—News Release—

January 25th, 2011

KOKUSAI KOGYO to Start Test Operation of Area Marketing Services for Chinese Market

KOKUSAI KOGYO and AutoNavi will Offer China's First GIS Area Marketing Platform for Businesses

Kokusai Kogyo Co., Ltd., part of the Kokusai Kogyo Group (Kokusai Kogyo Holdings Co., Ltd.; Head Office: Chiyoda-ku, Tokyo, Japan; President & CEO: Sandra Wu, Wen-Hsiu), a world's leading company in the green infrastructure business, has concluded a memorandum with AutoNavi Software Co., Ltd (Head Office: Beijing, China; CEO: Congwu Cheng; hereinafter AutoNavi) aimed at launching an area marketing business using Geographic Information System (GIS) technology in China, and announces it will begin test operation of its services soon.

In China, home to a burgeoning consumer economy, companies in the distribution and retail, logistics, and foodservice sectors are generating growing demand for area marketing services essential to carry out store development, customer management, and logistics management. For businesses planning to enter the Chinese market or ramp up their growth efforts there, the Kokusai Kogyo Group and AutoNavi will construct and provide an area marketing platform that uses GIS to analyze marketing information from key regions in China and displays analysis results through an Internet-based map data delivery service.

The map data delivery service will employ AutoNavi's "MapABC" service. Focusing on the undeveloped state of statistical data in China, AutoNavi will also develop a database of data pertaining to the economy, comprised of household demographic data, income and expenditure data, data on commercial facilities, and building permit data from major cities, and include this in the platform. The GIS system will use "EarthFinder," a GIS area marketing tool which has been offered by the Kokusai Kogyo Group in the Japanese market for over 10 years. The two companies will merge and customize their offerings to match the Chinese market—the Kokusai Kogyo Group bringing its time-tested marketing expertise, AutoNavi its MapABC and market research data—and provide a platform service that can evaluate and select sites for new stores, predict changes in the performance of competing companies, and help choose the best features for area marketing campaigns.

The Kokusai Kogyo Group will commence test operation of these services for Japanese companies starting in January 2011. With the official launch of services slated for April 2011, the Kokusai Kogyo Group intends first to support Japanese companies in their plans to open new locations in the Chinese market and later to expand its services to Chinese and foreign companies alike. Meanwhile, it will also start local marketing research and consulting services in China.

The Kokusai Kogyo Group will expand its spatial information consulting technologies, which until now have been targeted at government agencies, to include services that meet the needs of private-sector businesses, and proactively develop global services for foreign markets.

【Service Features】

- GIS-ASP Service

Offers as standard features a trade area analysis tool that uses market research data, an area analysis tool, marketing analysis for analyzing customer (corporate) data using a geocoding tool, and tools for projecting business performance, including the Huff model.

- Marketing Research

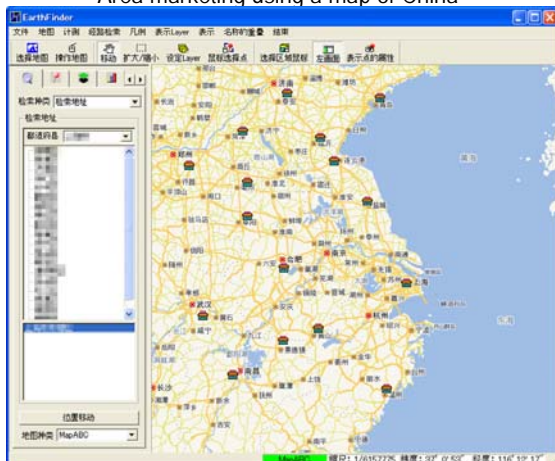
A broad range of research services, including research of competing stores around candidate business sites, traffic volume research, trade area research (population changes from day to night), questionnaire surveys, and interviews.

- Customized Solutions

Customized applications offered by ASP and customized research content to meet customer needs. Services for store, customer, marketing, and sales staff management.

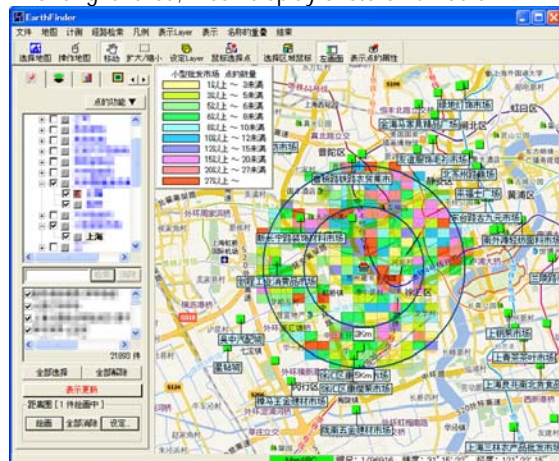
【Service Examples】

Area marketing using a map of China



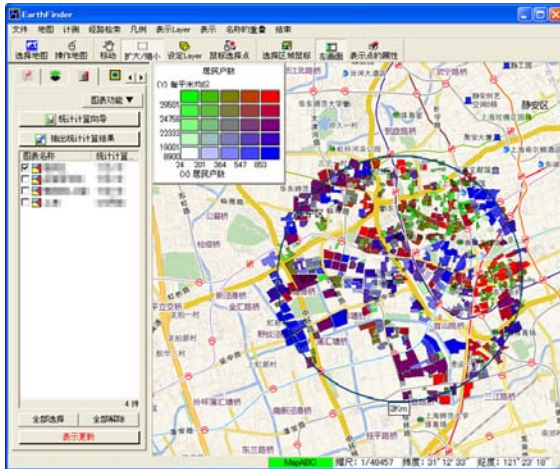
Store data plotted onto a map of China

Shanghai area; Mesh display of store numbers



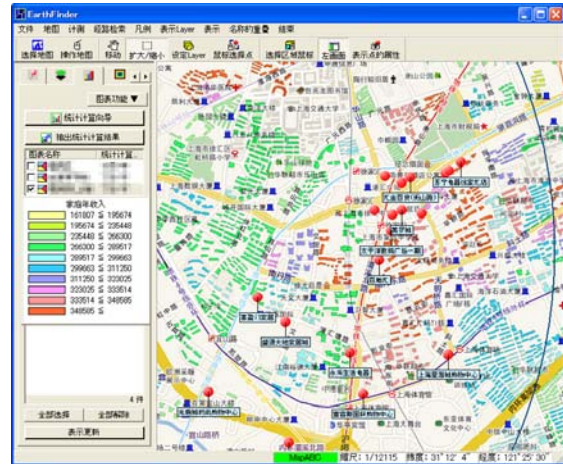
Mesh display of store numbers in small scale wholesale market

Shanghai area; Area characteristics analysis by resident segment



Cross-tabulation display of no. of households per resident segment and average floor space price per square meter

Shanghai area; Demographic analysis of apartment complex residents



Color-coded display of incomes in individual apartment complexes

Overview of KOKUSAI KOGYO CO., LTD

Kokusai Kogyo Co., Ltd.(KKC), a core company of Kokusai Kogyo Holdings Co., Ltd. (listed in the first selection of Tokyo Stock Exchange, code: 9234), is responsible for developing the firm's "Green Infrastructure business".

KKC was founded in 1947 and we run aerial information services such as providing the building of social infrastructures, making topographic maps by aerial measurements and precision survey, spatial information scanning by aerial photography, laser sensors, satellite images, community developments optimizing the use of spatial information, and "National design consulting service" for environmental planning and disaster prevention. In addition, we have expanded our wide range of businesses to the private sectors providing them with marketing solutions and spatial information data, playing a leading role as a "spatial information consulting company".

Overview of AutoNavi Software Co., Ltd (<http://www.autonavi.com/>)

About AutoNavi Software Co., Ltd is an operating subsidiary of AutoNavi Holdings Limited, which was listed on the American NASDAQ stock exchange in 2010. It was founded in 2002 with RMB 80 million in capital, and holds a Class A surveying and mapping qualification certificate for digital automotive navigation maps in China. As part of its Internet-based map data services, AutoNavi Software provides services from its map data website "MapABC" and map API (Application Programming Interface) to some 6,500 websites operated by Google, Sina, Alibaba, Microsoft, and Bing, among others. AutoNavi Software's proprietary mobile software, "MiniMap," is used by over 5 million people and has gained tremendous popularity.