



For Immediate Release

Culture Convenience Club Co.,Ltd.

CCC launches "Daikanyama Project"

May 11, 2010 (Tokyo, Japan)—Culture Convenience Club Co., Ltd (“CCC,” President: Muneaki Masuda) announced the launch of its "Daikanyama Project" setting up a commercial complex in the area of Daikanyama, Shibuya-ku, Tokyo, which includes a new, next-generation “TSUTAYA”.

Since 1983, CCC has established TSUTAYA stores which act as cultural bases, offering information that targets a new life style, especially for youth. Currently, CCC operates 1393 stores all over Japan, and T-Card membership reached approx. 35 million (approx.60% of Japanese 20’s population).

The “Daikanyama Project” is CCC’s latest challenge to create an all new cultural base, proposing new lifestyle choices not only for the younger generation, but for the middle and senior aged segments as well. New Sylvan City will be born next year at Daikanyama, aiming to approach “New Adult Culture” and a distinct “Urban Lifestyle”.

Above all, the next-generation “TSUTAYA” is to be made under the concept of “a library in the forest”. Various vintage books, music, and movies will be found, bringing a strong feeling of nostalgia to adults. Enjoyable cafés, restaurants and shops are also planned to be built in the same commercial complex.

<Project Overview>

Planned Site: 31, 31-2,34-1 Sarugaku-cho, Shibuya-ku, Tokyo
Principal use of the site: Stores, Restaurants, Car parking space, Office, Residence
Site Area: 11,646 m²
Opening Schedule: Spring 2011 (Tentative)

【Feature Points of the Project】

- Setting up a new next-gen TSUTAYA for the adult market, using a "cultural complex" theme
- Cafés, restaurants and new style shops offering a community spirit and distinct “Urban Lifestyle”
- Creating new cultural infrastructure to communicate with customers by using leading-edge technology.

Inquires regarding this release:

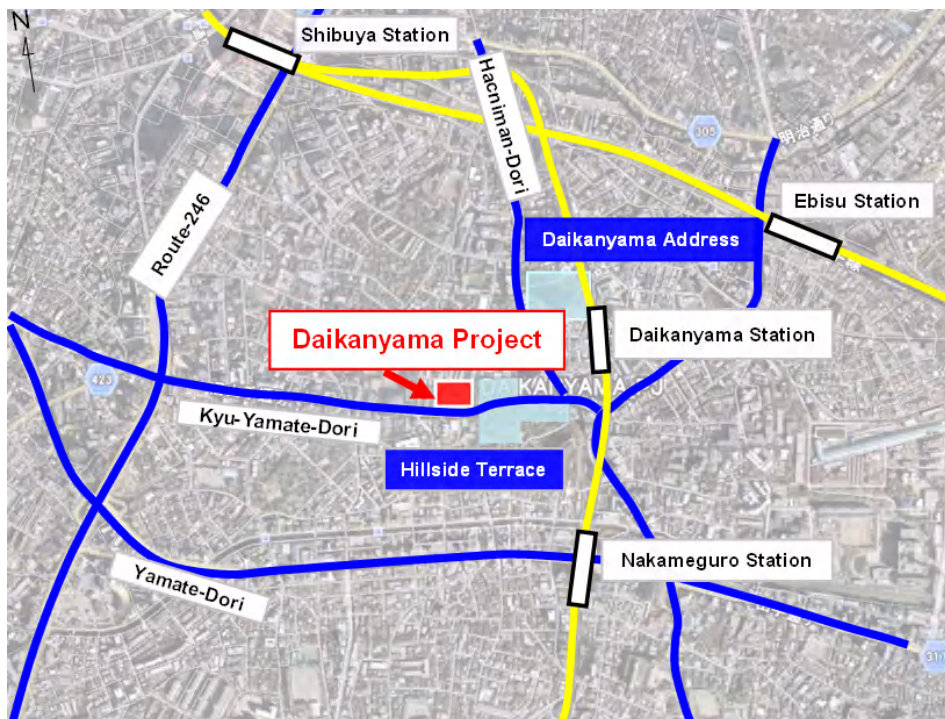
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【”Daikanyama Project” —Planned Construction Site】



【”Daikanyama” Project—Location】



「カルチャ・インフラ」を、つくっていくカンパニー。

