
NEWS RELEASE

Digital Garage To Boost Its Japanese Expansion Business For Overseas Internet Services and Bring Website Analytics Service 'Chartbeat' to Japan

- Forming an internal team and collaborating with Betaworks -

Digital Garage, Inc. (TSE JASDAQ: 4819; Head Office: Shibuya-ku, Tokyo; President and Group CEO: Kaoru Hayashi; Henceforth: DG) is strengthening its business of expanding excellent Internet services owned by US startup companies into Japan. As the first step, DG has formed a business alliance with Chartbeat Inc. (Head Office: New York, NY; CEO: Tony Haile), the operator of a website analytics service named Chartbeat. This business alliance is part of the collaboration between DG and a US-based startup studio Betaworks Studio, LLC (Head Office: New York, NY, United States; Founder & CEO: John Borthwick; Henceforth: Betaworks) from which Chartbeat Inc. spun out.

Chartbeat measures and monetizes the attention of visitors to a web page. Its tools provide site owners with visual feedback on the current site visitor behaviors. Chartbeat tools track the second-by-second engagement of site visitors to allow site owners to easily identify their most engaging articles and advertisements in real-time, making it an ideal tool for websites that benefit greatly from immediate updates such as news media. Chartbeat has been adopted by a number of websites across the globe including major news outlets such as the BBC, The New York Times, and TIME with its adoption rate reaching 80% among the major US media.

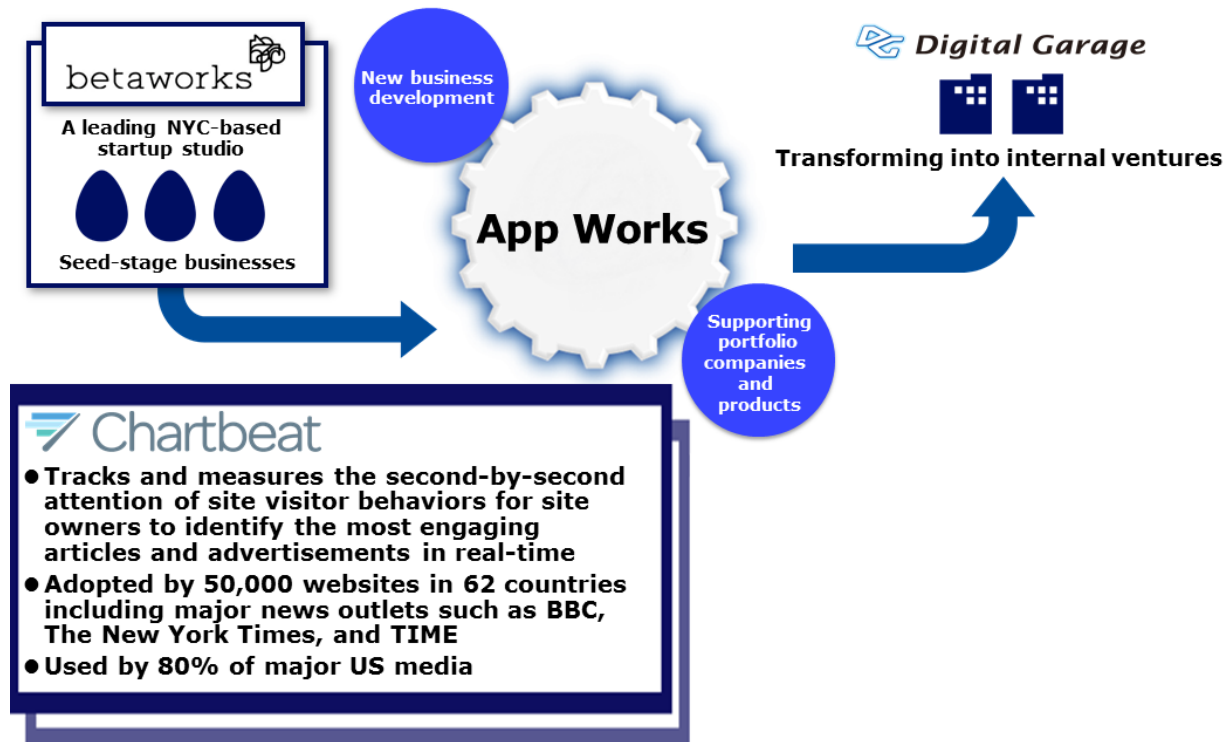


Through this business alliance DG will support Chartbeat's business expansion in Japan by localizing its product, providing customer support, and acting as a local sales representative to pursue a widespread adoption of the service by various news websites operated by major media outlets similar to the US.

DG's App Works, an internal team formed in November 2014 to lead product and business development of Internet services, will spearhead this collaborative effort with Chartbeat. App Works will continue to introduce other promising Betaworks startups in Japan and also develop its own services targeting smartphone users.

NEWS RELEASE

Commercializing through App Works



About Chartbeat Inc.

Company Name : Chartbeat Inc.

Established : April, 2009

Representative : Tony Haile, CEO

Headquarters: New York, United States

Business Description : Content and advertising attention measurement and monetization services for websites owners

Website: <https://chartbeat.com/>