

transcosmos Investment News Letter

July 18, 2008
transcosmos inc.

Become.com Raise \$8 Million Investment From European Founder's Fund – \$8M Series D Investment Paves the way for Become.com's Expansion Into the Growing European Market –

On July 17, 2008, Become, Inc (Headquarters:: Mountain View, CA, Founders & CEO: Michael Yang), the Web's fastest-growing site for comparison shopping, service "Become.com (<http://www.become.com>)", announced that European Founder's Fund had made an \$8 million Series D investment in Become.com. Become, Inc has investment from Transcosmos Investments & Business Developments, Inc. (Head Office: Bellevue WA, President & CEO: Yasuki Matumoto), a venture arm of transcosmos, inc. (President & CEO: Masataka Okuda; Headquarters: Tokyo)

This brings the total investment in Become, Inc. to \$37.2M, including a recent Series C investment from TPG for \$17.5M. Become.com has been profitable since Q4 2007 and raised these funds to facilitate aggressive growth. .

"This investment opens up new opportunities for our company," said Michael Yang,, Become.com's Founder and CEO. "We look forward to taking our unique, research-based approach to comparison shopping to the European market and providing the best shopping experience possible for its users."

In the markets outside of Europe, the European Founder's Fund invests in later stage technology companies to bridge the gap between the North American and European markets. Become.com plans to use the funding acquired to enter markets in the UK, Germany, and France.

European Founder's Fund and its founders, the Samwer brothers, have invested in Silicon Valley internet companies including Facebook and LinkedIn. "We're excited to invest in Become.com, a rapidly growing product research and comparison shopping engine, and look forward to supporting them in entering the European market through our experience and network."

※For more information, please see

http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news_view&newsId=20080717005047&newsLang=en (English)

·Outline of Become, Inc.

【Company Name】	Become, Inc.
【Address】	1300 Crittenden Lane, Suite 403 Mountain View, CA 94043
【Establishment】	2004
【Major Investors】	TPG Growth, Transcosmos Investments & Business Development
【Service】	Search engine and comparison shopping service

Transcosmos, inc and Become, Inc established Become Japan Corporation, which is the only company using vertical search engine to offer a combination of comparison shopping and product reviews. Become Japan offers its services in Japanese market.

Transcosmos Investments & Business Development Inc., a wholly owned subsidiary of Transcosmos, Inc. with offices in Bellevue, Wash., and Mountain View, Calif., is a strategic corporate investor and an active local business partner for Internet-based U.S. technology companies expanding into the Japanese and Asian marketplace offering capitalization of joint ventures, infrastructure development, strategic relationships, and localization to companies in the U.S. technology sector. Transcosmos Investments' portfolios, which focus on companies specializing in digital marketing, e-commerce and digital media, include such brand names as Ask.com, DoubleClick Inc., RealNetworks Inc., NetRatings Inc., Atom/Shockwave Entertainments, Inc., Become, Inc., Pheedo, Inc. and Brightcove, Inc.

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