

The purpose of this newsletter is to provide portfolio companies' information of transcosmos inc.

Zazzle provides disaster relief and support for Japan



Redwood City, Calif. – March 25, 2011 – Zazzle, the world's leading platform for quality custom products (Headquarter: Redwood City, CA Founder & CEO: Robert Beaver), has been running donation program for victims of the devastating earthquake and tsunami in Japan since March 11th. Zazzle started preparing this program soon after learning about this disaster and launched the special Japan Relief Store at around 9pm California time on March 11th (1pm, March 12th Japan time). To date, more than 1,000 items have been sold through this program and 2,388 products have been created by Zazzle community contribution. Zazzle has investment from transcosmos, inc. (President & COO: Masataka Okuda; Headquarters: Tokyo).

■ Overview of Japan Earthquake/Tsunami Relief (<http://www.zazzle.com/japanrelief>)

1. Zazzle's official Japan Relief t-shirts are sold. For every one purchase, \$10 will be donated

In support of the rescue and recovery process, Zazzle is donating to the Japanese Red Cross. For every one of Zazzle's official Japan Relief t-shirts sold, \$10 of the proceeds will be given to the Japanese Red Cross to help with their aid efforts.

2. Inviting designers for their donation designs, all profit will go to the relief program

(<http://www.zazzle.com/japanrelief/gifts>)

Zazzle is inviting designers of Zazzle community to contribute their own designs. Normally designers can set their royalty, and after their work is sold, they can get paid. For each donated design with royalties set at 10%, Zazzle will contribute a matching donation in addition to the donated royalties.

■ Community Donated Products (Examples)



Below message is from Zazzle's Vice President of Marketing and International, Jason Kang:

"We at Zazzle were immediately struck by the vast impact of the earthquake and tsunami on the people of Japan, and especially of Sendai. Zazzle has many Japanese partners, friends, and Zazzlers, and the Japanese community is a very important part of the Zazzle community overall. The Zazzle community is comprised of hundreds of thousands of Zazzle Sellers, and we decided that we could focus everyone's relief efforts into one consolidated store. By doing so, we can raise so much more awareness, as well as funds to contribute to the relief effort."

■ About Zazzle

Company Name: Zazzle.com Inc.
Location: 1900 Seaport Blvd. Redwood City, CA
Established: 1999 (Service started in 2005)
Main Investors: Kleiner Perkins Caufield & Byers, Sherpalov Ventures
Business Domain: On-demand custom made products marketplace
Number of visitor: Over 20 million unique visitors per month
Number of product: Over 39 billion unique products
Countries served: U.S., Canada, UK, Germany, Spain, France, Portugal, Sweden, Austria, Switzerland, Belgium, Netherlands, Australia, New Zealand, Japan and Brazil

◆ **inquiries from the media should be forwarded to**
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