

May 9, 2005

Company name: Fullcast Co., Ltd.
President and CEO: Takehito Hirano
(Stock code: 4848; Stock Exchange listing: First Section of the Tokyo Stock Exchange)
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To whom it may concern:

Fullcast Set to Enter into Business Alliance with Legs and Mediaflag

Fullcast Co. Ltd. has decided to enter into a business alliance with Legs Company, Ltd. (JASDAQ: 4286) (based in Tokyo's Shibuya Ward; headed by Representative Director and President Junichiro Uchikawa) and Mediaflag Inc. (based in Tokyo's Shibuya Ward; headed by President Yasuo Fukui) in a board of directors' meeting of the company on May 9, 2005. The details are as given below:

Details

1. Purpose and details of the business alliance

Behind the business alliance to be formed by the three companies are the needs among head offices of leading franchisers, including drugstore chains, or groceries manufacturers for conducting a survey on how products are displayed at stores, to what extent sales campaigns using advertising novelties penetrate into the consumers, or how training programs are conducted at stores, on a real-time and nationwide basis to lead it to sales activities immediately.

Traditionally, these services have been separately provided by sales promotion support companies, temporary staff companies, or sales support companies to their client companies. Through this business alliance, we will be able to offer these services on a one-stop basis to our client companies.

The specifics of the business alliance are as follows:

Fullcast will cover outsourcing of human resources, conducts sales activities targeting headquarters of franchisers, such as drugstore, GMS, or bar/restaurant chains, or groceries manufactures, and others. We will then choose appropriate staff in light of aptitude from among our registered staff members totaling over one million and dispatch them as those conducting surveys at stores, field persons making the rounds of stores, or sales promotion staff.

Meanwhile, Legs will make use of its expertise on promotion and propose the most appropriate way of displaying products that will directly increase sales at stores.

Mediaflag will make use of Market Watcher, which is ASP software for conducting POS survey designed for cellular phones, to report surveys on stores in real time. In addition, it will also take advantage of its expertise on sales promotion in the distribution industry, give advice on how to manage stores, and also take care of technical training programs for our

human resources as well.

Thanks to this business alliance we will be able to link Legs' marketing and sales capabilities, Fullcast's human resources network and sales capabilities and Mediaflag's system and expertise on distribution, thereby giving shape to the ideal form of outsourcing for franchisers, groceries manufacturers and others.

2. Summary of the business alliance partners

1)

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|----------------------------|---|
| 1. Trade name | Legs Company, Ltd. (JASDAQ: 4286) |
| 2. Address | 2-4-12 Jingumae, Shibuya Ward, Tokyo |
| 3. Name of representative | Junichiro Uchikawa, Representative Director and President |
| 4. Capital | 220.56 million yen |
| 5. Description of business | Sales promotion support service |
| 6. Employees of the group | 118 (as of December 2004) |

Note: As of May 9, 2005 there are no equity and human relations with Fullcast.

2)

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|----------------------------|---|
| 1. Trade name | Mediaflag Inc. |
| 2. Address | 2nd floor, BNK bldg, 13-16 Maruyama-cho,
Shibuya Ward, Tokyo |
| 3. Name of representative | Yasuo Fukui, President |
| 4. Capital | 50 million yen |
| 5. Description of business | Sales support service |
| 6. Employees | 5 |

Note: As of May 9, 2005 Fullcast owns a 12.5% equity stake in Mediaflag.

3. Time schedule

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|---|---------------------------------------|
| (1) Resolution by the board of directors | May 9, 2005 |
| (2) Date of signing the business alliance agreement | In the middle of May 2005 (tentative) |
| (3) Date of starting the business alliance | In the middle of May 2005 (tentative) |

4. Future outlook

The impact that this business alliance will have on our operating results is minor.