

Fullcast acquires naming rights at Fuji Speedway
Billboard named "Fullcast Gate" established on pedestrian way

Fullcast Co., Ltd., a provider of comprehensive human resources outsourcing solutions (based in Tokyo's Shibuya Ward; headed by President and Chief Executive Officer Takehito Hirano), acquired the rights to install a new billboard on a pedestrian way in the event square of Fuji Speedway, one of Japan's representative circuits, and the rights to name the passage, effective April 1, 2006.

The name of the pedestrian way is "Fullcast Gate," which has already been used in a program for "The 2006 Super GT Series Rd. 3 Fuji GT 500 km Race" held on Wednesday, May 3 and Thursday, May 4, 2006, for instance.

The reason Fullcast bought the naming rights is that motor sports spectators are centered on the young age bracket, the same audience that the company targets in its hiring activities. In addition, Fuji Speedway, with approximately one million visitors last year, has hosted not only car races but also musical events this year. Given this, Fullcast decided that it would be able to make its name and its slogan, "A wide variety of jobs make you," known more widely among those music lovers as well.

In addition to sponsorship and naming rights to the pedestrian way, Fullcast and its affiliate, Fullcast Sports Co., Ltd. (based in Tokyo's Shibuya Ward; headed by President Yasushi Imaji) are also involved in handling the human resources aspect of the facilities through staffing course management and operations as well as managing, operating and staffing restaurants and shops.

Fullcast bought naming rights to the Prefectural Miyagi Stadium, the home ground of the Tohoku Rakuten Golden Eagles, a Japanese professional baseball club in the Pacific League, in March 2005 with the aim of improving its name recognition mainly among baseball fans. The acquisition of the naming rights at Fuji Speedway is its second attempt to the same end.

Outline of the billboard

Name Fullcast Gate
Size of the billboard 2.7 m x 3.5 m (9.45 m²)

Details of the contract

The rights to install a billboard, naming rights to the billboard, and the use of the name in programs and other materials

Location of the billboard

At the entrance of the basement pedestrian way in the event square, Fuji Speedway

Address 694 Nakahinata, Oyama-cho, Sunto-gun, Shizuoka Prefecture
Telephone 0550-78-1234
Contract term April 1, 2006 through March 31, 2007



A distant view of the Fullcast Gate

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