

**Fullcast estimates annual effects of naming rights worth over ¥400 million
In-house survey by PR dept. reveals Fullcast's media exposure surpasses
10 thousand times between Jan. and Aug.**

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), has recently calculated cost-effectiveness of naming rights to the Fullcast Stadium Miyagi it acquired internally.

We calculated it based on the exposure of the name of the company on the media, stories covered on us by applying the cost to run an article in a period from January 20, 2005 to August 31, 2005.

Our in-house survey by the PR dept. reveals that Fullcast was able to gain the advertising effect worth at least 440 million yen a year from the naming rights it acquired for an annual fee of 200 million yen for three years.

The name of Fullcast was regularly exposed to newspapers in relation to mainly sports news involved in activities by the Tohoku Rakuten Golden Eagles, which is the Japanese professional baseball club belonging to the Pacific League that uses the stadium as its home ground. In addition, a large number of articles and stories were carried by economic magazines or aired by TV as part of their feature stories, covering our improved name recognition thanks to the naming rights acquisition to the Fullcast Stadium Miyagi.

The number of articles carried by type of media and converted value
(January 20, 2005 ~ August 31, 2005)

Media	Number of articles	Converted value (Yen)
Newspapers	9,825	243,267,250
Magazines	120	35,876,000
Internet news	34	340,000
TV	7	164,400,000
Total	9,930	443,883,250

Number of articles carried by newspapers by month
(January 20, 2005 ~ August 31, 2005)

Month	Number of articles
January	370
February	178
March	704
April	1,814
May	1,755
June	1,686
July	1,359
August	1,959
Total	9,825

Additionally, the number of access to our homepage for job hunters on the Internet called "tankibaito.com" nearly tripled from roughly 200,000 hits in January when we acquired the naming rights to over 500,000 hits in February. This nearly doubles the number compared to the same period last year.

How to calculate our exposure to the media is as follows:

We calculated our media exposure based on only the media we can accurately grasp and recognize.

*Please be advised that we did not collect data on our exposure to the radio and other media in this survey.

Newspapers Our PR dept. calculated by applying average unit cost of one line/column of representative general, local and sports papers from their advertising rates.

Magazines Our PR dept. calculated by applying per page unit cost from each publication's rate table to the scope of coverage.

Web Our PR dept. calculated based on the number of articles for which it accepted requests for coverage.

Television Our PR dept. calculated based on the number of programs aired for which it accepted requests for coverage.

For further information, please contact:

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Outline of Fullcast Co., Ltd. (Stock Code: 4848, First Section of Tokyo Stock Exchange)

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TEL: +81-3-3780-3838 FAX: +81-3-3780-6027

Homepage: <http://www.fullcast.co.jp/>

Representative: Takehito Hirano, President and CEO

Capital 3.4641 billion yen (as of the end of June 2005)

Details of business: Outsourcing business of temporary staff

Foundation September 1990

Start of operations: October 1992

Consolidated sales: 49.6 billion yen (as of the end of September 2004)

The number of the

Group's employees: 2,242 (as of the end of June 2005)

Number of staff

registered: 1,117,522 (as of the end of June 2005)

Number of bases for

the Group companies: 401 across the country (as of the end of June 2005)

Group companies: Fullcast Factory Co., Ltd.

Fullcast Central Co., Ltd.

Fullcast Technology Co., Ltd.

Fullcast Sports Co., Ltd.

Apayours Co., Ltd.

Fullcast Telemarketing Co., Ltd.

Fullcast Finance Co., Ltd.

Amuse Cast Co., Ltd.

Fullcast HR Institute Co., Ltd.

Asia Pacific System Research Co., Ltd.