

May 1, 2008

For Immediate Release

Head office address	8-4-14, Akasaka, Minato-ku Tokyo	
Company name	Broadmedia Corporation (Code number : 4347)	
Representative	Representative Director	Taro Hashimoto and CEO
Inquiries	Director and Head of Administrative Division	Akira Kano
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Notice of Change in Parent Company, Largest Shareholder and Major Shareholders

Broadmedia Corporation announces that changes are expected to take place in its parent company, largest shareholder and major shareholders on May 16, 2008. Details are as follows:

I. Change in Parent Company

1. Background to change

As stated in the "Notice of Offering of Shares to Be Issued through third party allotment" released today, the Company resolved at a meeting of the Board of Directors held today that the Company will issue its shares to SBI Holdings, Inc. through a third party allotment.

When SBI Holdings, Inc. lodges its application on or before May 16, 2008, which is the date of application for the above offering of shares, SBBM Corporation is expected to lose its position as the parent company of the Company.

2. Profile of parent company

Company which will lose the position of parent company

- | | |
|-------------------------|---|
| (1) Name | SBBM Corporation |
| (2) Head office address | 1-9-1, Higashi-shimbashi, Minato-ku Tokyo |
| (3) Representative | Ken Miyauchi, Representative Director |
| (4) Capital stock | 100 million yen |
| (5) Major business | Acquisition, holding and management of securities |

3. Number of voting rights and the ratio of voting rights to total voting rights of the concerned parent company before and after change

	Number of voting rights held	Ratio to the number of total voting rights
Before change (As of March 31, 2008)	230,848 voting rights (including 68,844 voting rights	65.6% (Indirectly held voting rights:

	which are indirectly held)	19.6%)
After change	230,848 voting rights (including 68,844 voting rights which are indirectly held)	39.5% (Indirectly held voting rights: 11.8%)

(Note 1) The indirectly held voting rights are voting rights held by SOFTBANK Broadmedia Corporation and Broadmedia Research Institute, Inc. which are wholly owned subsidiaries of SBBM Corporation.

(Note 2) The ratio to the number of the voting rights of all shareholders before the change was calculated based on the number of voting rights of all shareholders, which was 352,086 as of March 31, 2008.

The ratio to the number of the voting rights of all shareholders after the change was calculated based on the number (583,875) of voting rights of all shareholders, which was obtained by adding the number of voting rights for 23,178,900 shares that will be issued to SBI Holdings, Inc. through a third party allotment of shares as resolved at the meeting of the Board of Directors of the Company held on May 1, 2008 to the number of voting rights of all shareholders, which was 352,086 as of March 31, 2008.

* Number of shares deducted from total outstanding shares as shares without voting rights:
3,553 shares

Number of total outstanding shares as of March 31, 2008: 35,212,153 shares

4. Planned date of change
May 16, 2008

5. Future outlook

The Company will maintain its business relations with SOFTBANK Group. This change in parent company will have no effect on business results.

II. Change in Major Shareholders

1. Details of major shareholders relating to the change

Company becoming the largest shareholder

- | | |
|-------------------------|---|
| (1) Name | SBI Holdings, Inc. |
| (2) Head office address | 1-6-1, Roppongi, Minato-ku Tokyo |
| (3) Representative | Yoshitaka Kitao, Representative Director and CEO |
| (4) Capital stock | 55,157 million yen |
| (5) Major business | Control and management of corporate group through share ownership |

Company losing the position of major shareholder

- (1) Name SOFTBANK Broadmedia Corporation
- (2) Head office address 1-9-1, Higashi-shimbashi, Minato-ku Tokyo
- (3) Representative Taro Hashimoto, Representative Director and CEO
- (4) Capital stock 100 million yen
- (5) Major businesses
 1. Information supply and data processing
 2. Acquisition, holding and management of securities
 3. Business consulting

2. Number of voting rights and ratio of voting rights to total voting rights of major shareholders before and after change

SBI Holdings, Inc.

	Number of voting rights held (Number of shares held)	Ratio to the number of total voting rights	Large shareholder's rank
Before change (As of March 31, 2008)	0 (share)	0%	—
After change	231,789 (23,178,900 shares)	39.7%	First

SBBM Corporation

	Number of voting rights held (Number of shares held)	Ratio to the number of total voting rights	Large shareholder's rank
Before change (As of March 31, 2008)	162,004 (16,200,400 shares)	46.0%	First
After change	162,004 (16,200,400 shares)	27.7%	Second

SOFTBANK Broadmedia Corporation

	Number of voting rights held (Number of shares held)	Ratio to the number of total voting rights	Large shareholder's rank
Before change (As of March 31, 2008)	56,844 (5,684,400 shares)	16.1%	Second
After change	56,844 (5,684,400 shares)	9.7%	Third

3. Planned date of change

May 16, 2008

4. Future outlook

The Company will maintain its business relations with SOFTBANK Group. This change in parent company will have no effect on business results.

Inquiries:

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