

For Immediate Release

Company name: Avex Group Holdings Inc.

Representative: Masato Matsuura, president & CEO

(Code: First Section of Tokyo Stock Exchange: 7860)

Inquiries: Toshio Kobayashi,

Senior Managing Director,

Chief Director of Group Administration

TEL. 03-5413-8550

AMI Opens Official Channel on YouTube Japan

Distributes ravex Video as Initial Content

Avex Group Holdings Inc. announces that its wholly owned subsidiary Avex Marketing Inc. today opened its official channel avex Channel (<http://jp.youtube.com/avexnetwork>) on the video-sharing site YouTube Japan (www.youtube.jp). Details are as follows:

YouTube is a video community site used around the world. AMI has recently opened its official channel avexChannel on YouTube Japan, for use as a new promotion medium for the world. Through the channel, AMI will distribute videos, including music videos and original videos of artists, and will direct users to the websites for each artist.

AMI is distributing the project ravex under the theme of fusing the dance music of Avex and J-pop as the initial content on avex Channel.

The Avex Group will promote appropriate use of the content, continuing to enhance monitoring of the illegal posting of content owned by the Group and requesting the posting to be removed.

YouTube (<http://jp.youtube.com>)

YouTube, which was established in February 2005, is a pioneer in online video distribution and the world's most popular online video community website.

ravex (<http://www.ravex.jp>)

ravex is a project by a team of dance music producers representing Avex that proposes new fusion of dance music and J-pop, commemorating the 20th anniversary of the Avex Group and the 80th anniversary of Tezuka Osamu's birth.



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Contact: Avex Group Holdings Inc.
Investors & Public Relations Room
TEL : +81-3-5413-8508