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FOR IMMEDIATE RELEASE

Company Name: Avex Group Holdings Inc.
Representative: Masato Matsuura, Representative Director, CEO
 (Code No.: 7860 TSE 1st Section)
For Inquiries: Shigekazu Takeuchi, Representative Director, CFO
 TEL: 03-5413-8550

Announcement of Partnership with LINE Corporation in Content Area

Avex Group Holdings Inc. (the “Company”) announced today that Avex Entertainment Inc. (“AEI”) (head office: Minato-ku, Tokyo; President: Masato Matsuura) has agreed to establish a partnership with LINE Corporation (“LINE”) (head office: Shibuya-ku, Tokyo; CEO: Akira Morikawa) using the Company’s content and artists and involving LINE (<http://line.me>), a free calling and messaging smartphone application. Details are as follows.

1. Background and purpose of the partnership

Avex Group has been providing assorted LINE content such as LINE STAMPS and LINE Official Accounts of its artists, including Ayumi Hamasaki, Koda Kumi, and AAA. In LINE peripheral services as well, the Company has created custom rooms for Ayumi Hamasaki and Koda Kumi in LINE’s official avatar service LINE PLAY. These are popular as a new place for fans of the artists to interact with. The Company’s other activities with LINE include Koda Kumi’s recent quiz event in LINE’s question-and-answer service LINE Q, which collected 18,066 answers to three questions in the first five days.



Through this partnership with LINE, Avex Group will continue to actively pursue various Content Alliances utilizing LINE user base and platforms, namely LINE Official Accounts and LINE STAMPS, etc.

2. Profile of LINE (as of December 31, 2013)

1) Trade Name	LINE Corporation
2) Head Office Address	Shibuya Hikarie 27F, 2-21-1 Shibuya, Shibuya-ku, Tokyo
3) Title and Name of Representative	Akira Morikawa, CEO
4) Main Businesses	Internet-related and web service businesses (LINE, NAVER, livedoor)
5) Capital	12,596,190,000 yen

3. Profile of AEI (as of December 31, 2013)

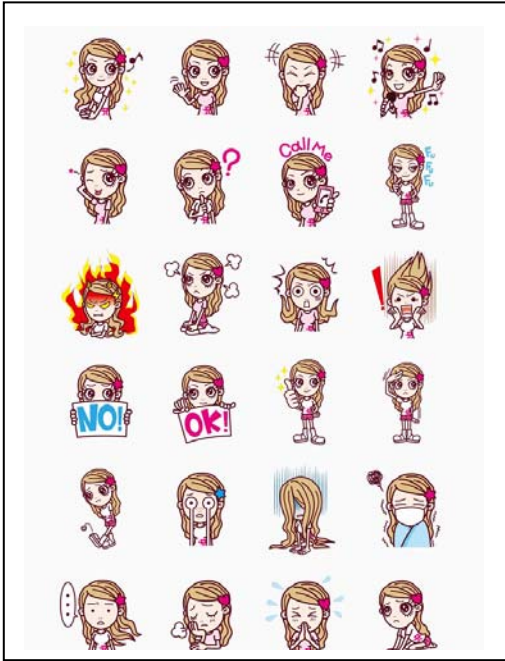
1) Trade Name	Avex Entertainment Inc.
2) Head Office Address	3-1-30, Minamiaoyama, Minato-ku, Tokyo
3) Title and Name of Representatives	Masato Matsuura, President Ryuhei Chiba, Vice President
4) Main Businesses	Planning and production of music, video contents, etc.
5) Capital	487,550,000 yen

4. Outlook

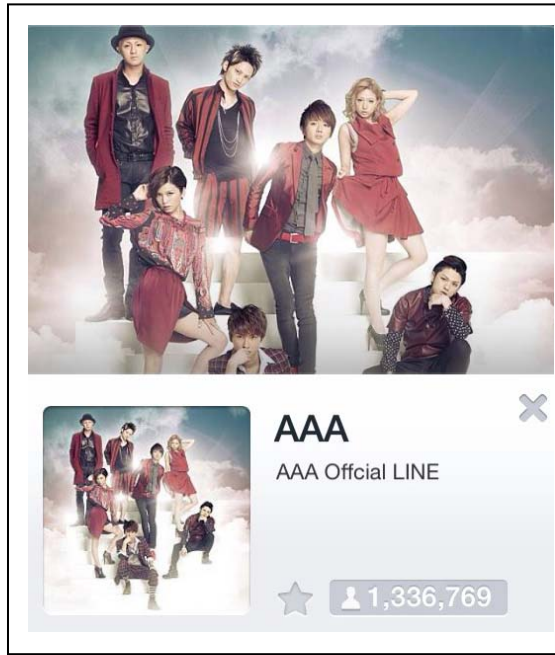
The partnership will have a minor effect on the Company’s consolidated results for the fiscal year ending March 31, 2014.

【Reference】

○ ayumi hamasaki official LINE STAMP



○AAA's LINE Official Account home screen



○ Koda Kumi's custom room in LINE PLAY

