

March 16, 2009

HIKARI TSUSHIN, INC. (TSE First Section)  
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## Hikari Tsushin and FULLCAST MARKETING to Form Business Alliance and Establish Joint Venture

Hikari Tsushin, Inc. (Hikari Tsushin) and FULLCAST MARKETING (FULLCAST M), which is a wholly owned subsidiary of FULLCAST HOLDINGS CO., LTD., today announced that they have reached an agreement for a joint venture.

### 1. Purpose of establishment of the joint venture

FULLCAST M operates its own call center with the elite sales staffs. The company contracts sales supports and dispatches sales supporters as well as selling telecommunication equipments. Hikari Tsushin provides mobile phones, office equipments and internet-related services through sales network in Japan.

Through the joint venture, we aim to share sales network, management know-how and products and services, hereby giving them increased sales force and value-added services. We believe that it will help to heighten their corporate value as a result.

### 2. Overview of Business Alliance

#### 1) Overview of the joint venture

- (1) Name of Company: Telecom Marketing
- (2) Office location: Minami ikebukuro 3cyome 13-17 Toshima-ku Tokyo
- (3) Chairman: Takehito Hirano
- (4) Capital: ¥90 million
- (5) Capitalization: FULLCAST M 65% Hikari Tsushin 35%
- (6) Business activity: Sales of telecommunication equipments and operation of call centers
- (7) Date of Establishment: April 1, 2009

2) FULLCAST group will introduce their customers to the joint venture and the company is planning to sell products and services which are provided by Hikari Tsushin.

3) Both companies will provide sales know-how and selling tools to the joint venture.

#### 3. Schedule

March 16, 2009

Agreement of establishment of the Joint Venture

April 1, 2009

Date of the establishment (plan)

#### 4. Outlook

Hikari Tsushin believes this will only have a minimal impact on its business performance at the moment.