

February 27, 2006

Sojitz Cororation
EBISTRADe, Inc.

**EBISTRADe Establishes 'tavinci' (<http://www.tavinci.jp/>),
a Travel Information Website in Pursuance for Satisfaction for Adults**

**Website is loaded with much-valued information,
targeting people in their 40's or older who enjoy style-specific travel**

On February 28, EBISTRADe, Inc. (Head office: Chiyoda-ku, Tokyo; President: Ryoji Terai), a Sojitz Group new business incubator, will establish the travel information website 'tavinci' (<http://www.tavinci.jp/>), targeting people in the 40s or older age bracket with strong purchasing intentions, who are specific about and seek their own styles of travel.

The 'tavinci' website intends to establish networks among travel information magazine publishers, local tourism associations and local residents, and to provide users with seasonal travel information.

As far as conventional travel information websites are concerned, the mainstream are those that mainly introduce travel agency- and publisher-operated tour products, and those on which users can search for hotels and ryokan (Japanese style inns) and make reservations. With the concept of 'pearls of wisdom about traveling to discover the fascinating aspects of journeys', the 'tavinci' website provides all the information associated with traveling, in categories such as 'seeing', 'playing', 'staying', 'eating' and 'buying', and supports users with everything from travel planning to actual implementation. The website will place emphasis on introducing the histories and cultures of sightseeing spots, rather than on general tourism information, and will transmit difficult-to-find information and local information that only local residents would know, in addition to responding to the intellectual curiosity of visitors.

<Contents of the 'tavinci' website>

1)NEWS: The 'tavinci' editorial desk distributes the latest news (updated as needed).

2)Magazine rack: Introduces special feature pages in travel information magazines, such as ‘Tabi to Shasin (travel and photographs)’ and ‘Libre’ (updated monthly).

3)Special feature for local revitalization: The ‘tavinci’ editorial desk recommends and introduces, depending on the season, the culture of the travel destination, histories, events, sightseeing spots and restaurants. The ‘Jiba Ippin (local superb articles)’ introduces local specialty goods, folk craft articles and local cuisine (updated monthly).

From April on, new pages will become available sequentially, which pages will include special coupon and reservation pages, and the ‘tavinci’ blog’ where advising editorial staff and travel experts specializing in various areas, such as motorbike touring, driving, onsen (hot springs) and hotels, can communicate with visitors.

By enhancing content and functions tailored to the needs of users, EBISTRADE aims to construct a travel communication website with a targeted numbers of users of 1 million per month at first, and of 5 million per month in three years time. Furthermore, information will be provided to ‘goo travel’, the travel information providing section of the ‘goo’ portal site operated by NTT Resonant Inc. Thus, the ‘tavinci’ website will, in cooperation with ‘goo’, extensively transmit information on style-specific travel.



[Top page of the ‘tavinci’ website]