

November 19, 2010

For Immediate Release

Culture Convenience Club Co., Ltd.
Sharp Corporation

**Culture Convenience Club and Sharp to Enter into
Definitive Agreement regarding Establishment of Joint Venture
for E-Entertainment Content Service Business**

Culture Convenience Club Co., Ltd. (hereinafter “CCC”) and Sharp Corporation (hereinafter “Sharp”) announced today that they have signed an agreement to establish a joint venture company for an e-entertainment content service business. The joint venture company will manage content service offering newspaper, magazine, video and audio content, for Sharp’s “GALAPAGOS” tablet terminal and Sharp smart phones*¹.

1. Joint Venture Company Overview

Company Name	TSUTAYA GALAPAGOS Co., Ltd.
Location	Shibuya-ku, Tokyo, Japan
Representative	Rie Nakamura, Representative Director, President
Principal Business	Management of “TSUTAYA GALAPAGOS” Delivery and sales of e-content, Advertisement service
Capital	100 million yen
Establishment Date	December 1, 2010
End of Fiscal Year	March
Net Assets	200 million yen
Total Assets	200 million yen
Shareholding Ratio	CCC: 51%, Sharp: 49%

2. Schedule

November 19, 2010	Signature of agreement for the establishment of the joint venture
December 1, 2010	Establishment of the joint venture company
December 2010 (plan)	Start of e-entertainment content service business including newspaper and magazine content

*1 Sharp's smart phone supporting this service is planned to be released in the spring of 2011.