



Tokyo, Japan. November 28, 2008.

Crisscross KK Acquires Kansai Scene

Crisscross KK, (CCKK), publisher of Metropolis, Japan's most widely read English publication, has entered into an agreement with Nihon Papers KK to acquire Kansai Scene, the premier English magazine in Kansai. This acquisition is a key part of Metropolis' nationwide expansion, further consolidating its position as "Japan's Number One English Magazine."

First published in 1994 as a black-and-white classifieds sheet handed out on street corners in Tokyo, Metropolis is now a full-color, 72-86 page weekly city guide. It enjoys a position as the leading source of lifestyle and entertainment information for Tokyo's international community, which comprises some 150,000 English-speaking residents.

The magazine also has a substantial bilingual Japanese readership, with 35,000 copies distributed through more than 1,000 points in the Kanto area, including embassies, multinational companies, music stores, and nightspots throughout Tokyo, Yokohama, Chiba, and Saitama. Each issue features over 1,000 classified ads and hundreds of long-term advertising clients.

The power of the Metropolis brand has made it the social bible for Japan's foreign residents. In acquiring Kansai Scene, CCKK recognizes that magazine's strong advertising sales, leading regional reputation, and local market dominance, and believes the tie-up will provide the perfect base from which to take the Metropolis brand nationwide.

Terrie Lloyd, CEO of CCKK, recognizes that the synergies between Metropolis and Kansai Scene will contribute to the success of the two businesses. "The potential to be gained from the merger is not only sharing fantastic content between the Tokyo and Kansai regions, but also giving Metropolis a platform upon which to introduce its 'foreigner lifestyle in Japan' concept. This concept pulls together events, jobs, foreigner-friendly services, and online social media into a one-stop experience that not only foreigners, but also Japanese, can enjoy and grow from."

About Kansai Scene

Kansai Scene is western Japan's most popular English-language monthly magazine, packed with 64 pages of articles, reviews, listings, and classifieds. Since May 2000, it has provided

visitors and foreign residents alike with insightful, up-to-the-minute information on Kansai-focused events, sights and cultural activities, bridging that gap between the expat and local communities.

Kansai Scene enjoys a circulation of 25,000 copies per month, delivered to over 400 distribution points. It recently celebrated its 100th issue.

About CrissCross KK

From its humble beginnings as Tokyo Classified 13 years ago, Metropolis has grown into a full-color glossy weekly with the largest distribution of any English publication in Japan—and the only English magazine to have its distribution audited by the Audit Bureau of Circulation (ABC).

Having recently reached its milestone 700th issue, Metropolis offers in-depth feature stories, arts & entertainment news, restaurant & bar reviews, fashion spreads, lifestyle trends, and lots more. Over 50,000 classified advertisements appear in its pages each year, covering employment, entertainment, sports, media, retail—and, of course, the famous personals section. Metropolis' eye-catching design and punchy editorial style ensure a devoted readership among the world's wealthiest expatriate community, while its sales team—including 10 fully bilingual staff—have ensured the magazine's solid financial footing.

CrissCross KK

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