



MOTIONBOX PARTNERS WITH ITOCHU AND GLOBE-TROTTER T&E INC. TO DELIVER A VIDEO-ENHANCED TRAVEL SITE

Expands Successful Travel Site, Arukikata with Video Functionality Powered by Motionbox

NEW YORK – April 2, 2007 – Motionbox, the premier personal video sharing service, has partnered with ITOCHU Corporation and Globe-Trotter T&E, Inc. to be the exclusive video service for Japanese travel site Arukikata. www.arukikata.co.jp.

Globe-Trotter has published about 8 million travel guides around the world per year for over 20 years, and has 50% market share in the Japanese market. The Arukikata Web site, established by ITOCHU and Globe-Trotter in 1999, offers the latest travel information and a diverse range of travel services and products at reasonable prices, targeting a younger market. By partnering with Motionbox, Arukikata will now offer the largest library of user-submitted, travel-specific video in Japan.

“We are very pleased to be working with ITOCHU & Globe-Trotter,” said Chris O’Brien, Motionbox’s CEO & Co-founder, “Arukikata powered by Motionbox makes it simple for visitors to upload and share their travel-related videos with others in the community. Our technology brings an instant community connection to Arukikata’s consumers.”

“We are quite excited to be working with Motionbox,” said Shunsuke Noda, General Manager of Business Solution Department, ITOCHU and Toyohisa Tsuji, Vice President, Globe-Trotter “and we hope this is the first step in a long partnership for ITOCHU’s companies to use Motionbox’s technology.”

ITOCHU and Globe-Trotter join a growing number of partnerships that Motionbox has developed to further enhance personal video outside of the Motionbox community. For more information & to review travel videos, please visit: <http://live.arukikata.co.jp/>

About Motionbox

Motionbox is the online personal video sharing service that makes video worth sharing. With Motionbox you simply highlight the moments you care about most, then instantly share them with others. Based in New York City, Motionbox was founded by media and technology industry veterans with years of experience in streaming media, network television, social networking and subscription Internet products. www.motionbox.com.

About ITOCHU CORPORATION

The history of ITOCHU Corporation dates back to 1858 when the Company's founder Chubei Itoh commenced linen trading operations. Since then, the Company has evolved



and grown over about 150 years into a business engaged in the domestic trading, import/export, and overseas trading of various products such as textiles, machinery, information and communications-related products, metals, products related to oil and other energy sources, general merchandise, chemicals, and provisions and food. Moreover, ITOCHU has made multifaceted investments in insurance agencies, finance, construction, real estate trading, and warehousing as well as operations and businesses incidental or related to those fields. Building on its highly efficient profit structure and solid financial position gained through the advancement of its A&P strategy, ITOCHU started a mid-term management plan "Frontier-2006: A Shift to Aggressive Business and Enhancement of Solid Management" in the fiscal year ended March 2006. The Company is aiming to become a high-profit corporate group earning over ¥100 billion in consolidated net income in a steady and sustainable manner by (1) taking on the challenge of expanding earnings, (2) creating new businesses, and (3) enhancing solid management including a further improvement of its financial position. ITOCHU has been working toward these goals utilizing the collective strength of the ITOCHU Group to flexibly respond to drastic changes in the business environment.

***A&P Strategy:** ITOCHU's strategy for enhancing profitability by intensively allocating management resources to areas that are Attractive to customers and where ITOCHU is Powerful. ITOCHU has advanced the A&P strategy through the implementation of two mid-term management plans: A&P-2002 (the fiscal year ended March 2002 - the fiscal year ended March 2003) and Super A&P-2004 (the fiscal year ended March 2004 - the fiscal year ended March 2005). <http://www.itochu.co.jp/>

About Arukikata

Globe-Trotter T&E Inc. is a merged company of arukikata.com Inc. and Globe-Trotter Travel and Education Inc. With the merger in 2006, the company occupies an important place in the Japanese Travel Market. By making full use of Globe-trotter Travel Guide, the best selling guidebooks in Japan, Globe-Trotter T&E Inc. is creating unique business to convey the joy in traveling.

Globe-Trotter Homepage is prepared from a vast amount of data and local networks. The site also serves as a community site, where travelers communicate and exchange the latest news on overseas travel. It also offers online sales of travel goods such as books, airline tickets, tours.

Globe-Trotter TABI PLAZA is a travel counter specializing in Europe. Being an expert in arranging train travel including Eurail Pass ticket issuance, the TABI PLAZA arranges/reserves various hotels, rent-a-cars, tickets, short trips and so on, according to the budget of each traveler.

Study abroad information center provides assistance for and effective preparation to study abroad. Offering various reference materials on foreign schools as well as student counseling, comprising a complete system of assistance. www.arukikata.co.jp



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