

Japanese Peer-to-Peer Lending Service, AQUSH, Raises Capital from Silicon Valley Venture Capital Fund, 500 Startups

TOKYO -- November 4, 2010 -- Exchange Corporation K.K. (www.exchange.co.jp) "ExCo" today announced that the company has received an investment from the Silicon Valley-based venture capital fund, 500 Startups. This investment will be used to continue growing ExCo's Japanese market leading peer-to-peer lending service, AQUSH (www.aqush.jp).

AQUSH offers credit-worthy people in Japan the chance to borrow money at a better rate than they would get from a traditional lending company, while empowering retail investors to invest in loans that provide a higher return on investment than available from time deposits or money market accounts.

"Peer-to-Peer lending helps both lenders and borrowers get better rates," said Russell Cummer, Co-founder and President of ExCo. "Japanese retail investors are looking to find investment assets with attractive yields while credit-worthy borrowers are not being well-served by traditional lending institutions. AQUSH helps solve these problems for both groups and benefits both. We are thrilled to now be working with Dave McClure, his team, and the mentors at 500 Startups to continue building the best possible experience for our users in Japan."

Since launching in December 2009, AQUSH has received more than ¥1.1bn (US\$14.3mn) in loan demand, with an approval rate of less than 20%. The average size of AQUSH loans made since launch is more than ¥445,000 (US\$5,750) per borrower.

AQUSH lenders have on average invested more than ¥302,700 (US\$3,750) each into the system and the investor ROI on loans since launch is 7.64%, net of fees and bad debt.

"We have been following AQUSH and the ExCo team since the launch of the service and we are very impressed with the legal and technical platform that they have created, and their early market traction. We're excited to invest in growing financial services startups like Aqush in the Japanese market, as we've invested in similar innovative startups like Mint.com in the US." said Dave McClure, General Partner at 500 Startups. "We look forward to helping ExCo take AQUSH to the next level."

About 500 Startups (www.500startups.com)

500 Startups is an early-stage seed fund and incubator program located in Mountain View, CA. that invests primarily in consumer & SMB internet startups, and related web infrastructure services.

Selected areas of interest include financial services & e-commerce, search/social/mobile platforms, personal & business productivity, education & language, family & healthcare, and web infrastructure.

Company Name:	500 Startups
General Partner:	DaveMcClure
Address:	444 Castro Street , #1200 Mountain View, CA 94041, USA

About Exchange Corporation K.K. (www.exchange.co.jp)

Based in Tokyo, Exchange Corporation is a nationally registered Consumer Lender and Financial Instruments company focused on Social Lending and credit services in Japan.

Company Name:	Exchange Corporation K.K.
President:	Russell Cumber
Address:	8/F, Jinbocho PR-EX, 3-7-5 Kanda Ogawamachi, Chiyoda-ku, Tokyo
Lending Registration:	関東財務局長 (1) 第01460号
Financial Inst. Registration:	関東財務局長 (金商) 第2149号
JFSA Membership:	日本貸金業協会 第005391号
Credit Bureau Membership :	株式会社日本信用情報機構、 株式会社シー・アイ・シー
ADR Resolution:	特定非営利活動法人 証券・金融商品あっせん相談センターを利用すること