

April 27, 2009
Mori Building Co., Ltd.

Mori Building Conducts Opinion Poll about Office Life:
Office Workers in their 20s Value Intra-company Interaction
Sensitivities of women revealed

Mori Building Co., Ltd., surveyed subscribers of its Office Life News e-mail newsletter, which is an information distribution tool available only to office workers working in office buildings run and managed by Mori Building, about office life. The poll revealed the following opinions about informal communication * with work colleagues.

* Informal communication refers to non-work related small talk, including during sporting events, company trips, drinking sessions, and volunteer activities.

Opinion Poll about Office Life

Informal communication with work colleagues *

1. The younger the generation, the more important is informal communication, especially for those in their 20s, 85% of whom responded that it is important.
2. The biggest value of informal communication is as a “source of new information,” followed by its ability to “improve the workplace environment.”
3. Two out of three workers in their 20s (about 70%) hope for more opportunities for informal communication in the future.
4. Women actively utilize Office Life News and have enriched office lives because of it.

*See the appendix for detailed results of the poll.

< Poll Overview >

Valid responses: 731 (included buildings: Roppongi Hills Mori Tower, Roppongi Hills North Tower, Roppongi Hills Keyaki-zaka Terrace, Ark Mori Building, and Atago Green Hills Mori Tower)

Sex of respondents: 32% male, 68% female

Age of respondents: 191 in their 20s (apprx. 26%), 388 in their 30s (apprx 53%), 135 in their 40s (apprx 18%), and 17 in their 50s or older (apprx 2%)

Survey period: November-December 2008

Survey method: Internet survey

For inquiries about this opinion poll:

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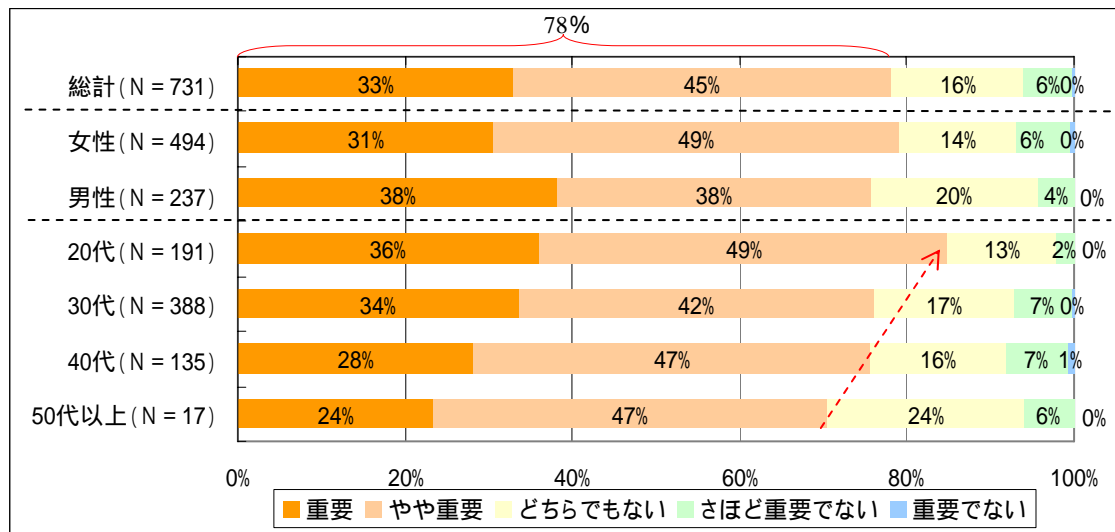
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Results of Opinion Poll about Office Life

The younger the generation, the more important is informal communication, especially for those in their 20s, 85% of whom responded that it is important.

Nearly 80% of both men and women responded that informal communication with work colleagues is “important” or “somewhat important.” Moreover, the younger the generation, the more important informal communication is felt to be, especially for those in their 20s, 85% of whom responded that it is important.

Figure 1 Importance of informal communication with work colleagues

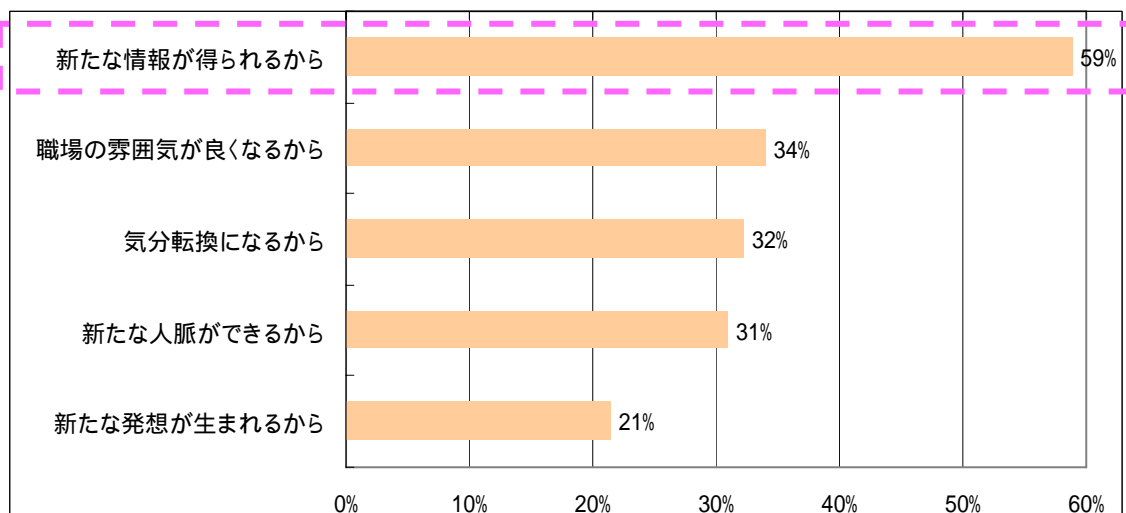


The biggest value of informal communication is as a “source of new information,” followed by its ability to “improve the workplace environment.”

Approximately 60% of respondents indicated that they value informal communication with work colleagues as a “source of new information.” The next biggest reason for valuing informal communication was for its ability to “improve the workplace environment.”

Figure 2 Reasons for valuing informal communication with work colleagues

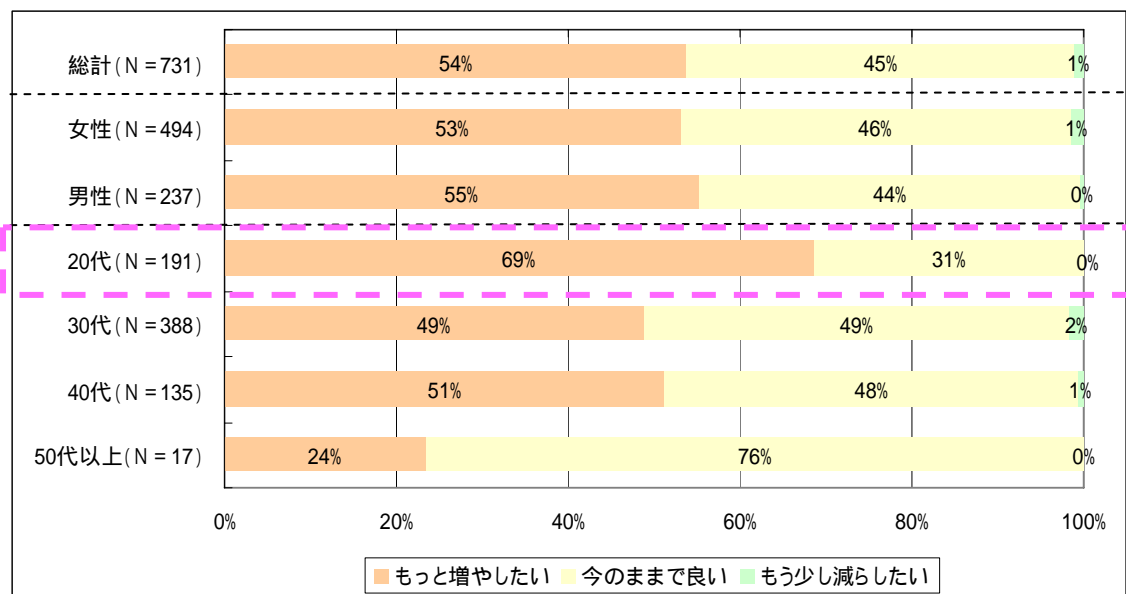
(Question for respondents who indicated that informal communication with work colleagues is “important” or “somewhat important.” N = 571 multiple answers)



Two out of three workers in their 20s (about 70%) hope for more opportunities for informal communication in the future.

Over 50% of respondents indicated that they “want more opportunities in the future” for informal communication with work colleagues. At nearly 70%, this tendency was especially high among workers in their 20s. The results showed that the younger the generation, the more opportunities for informal communication are desired.

Figure 3 Desire to have opportunities for informal communication with work colleagues



Women actively utilize Office Life News and have enriched office lives because of it.

The younger the generation, the higher is the percentage that finds a trigger for informal communication in the Office Life News. At 67%, this is especially true for women (figure 4).

Furthermore, a high percentage of women (80%) also reported their office lives being enriched through use of Office Life News. The results brought to mind the image of women enriching their office lives through their more active use than men of Office Life News (figure 5).

Figure 4 See Office Life News as a trigger of informal communication

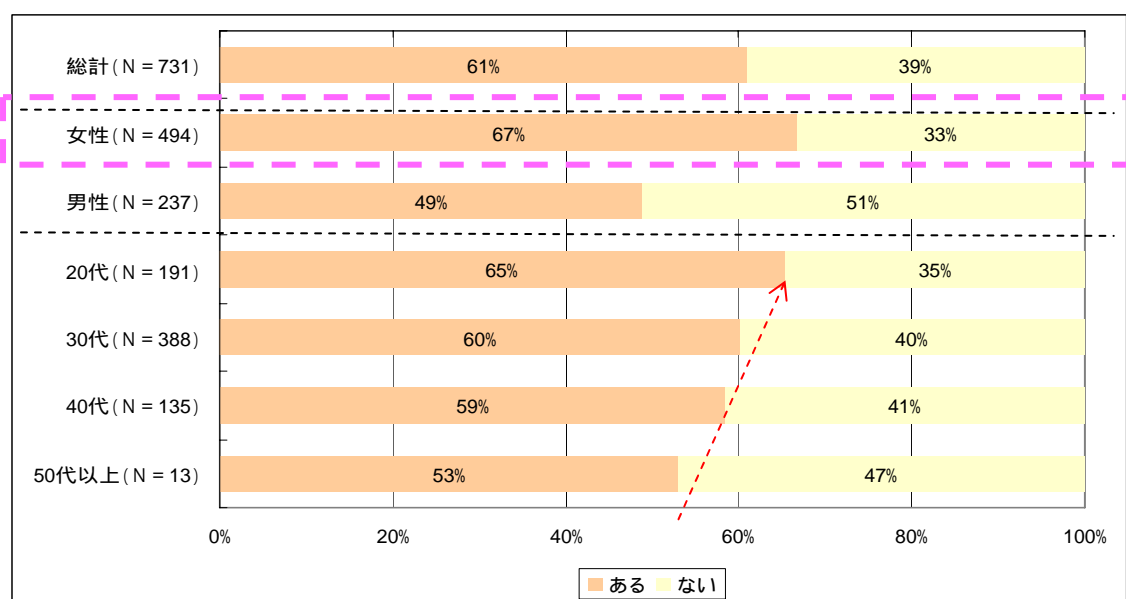
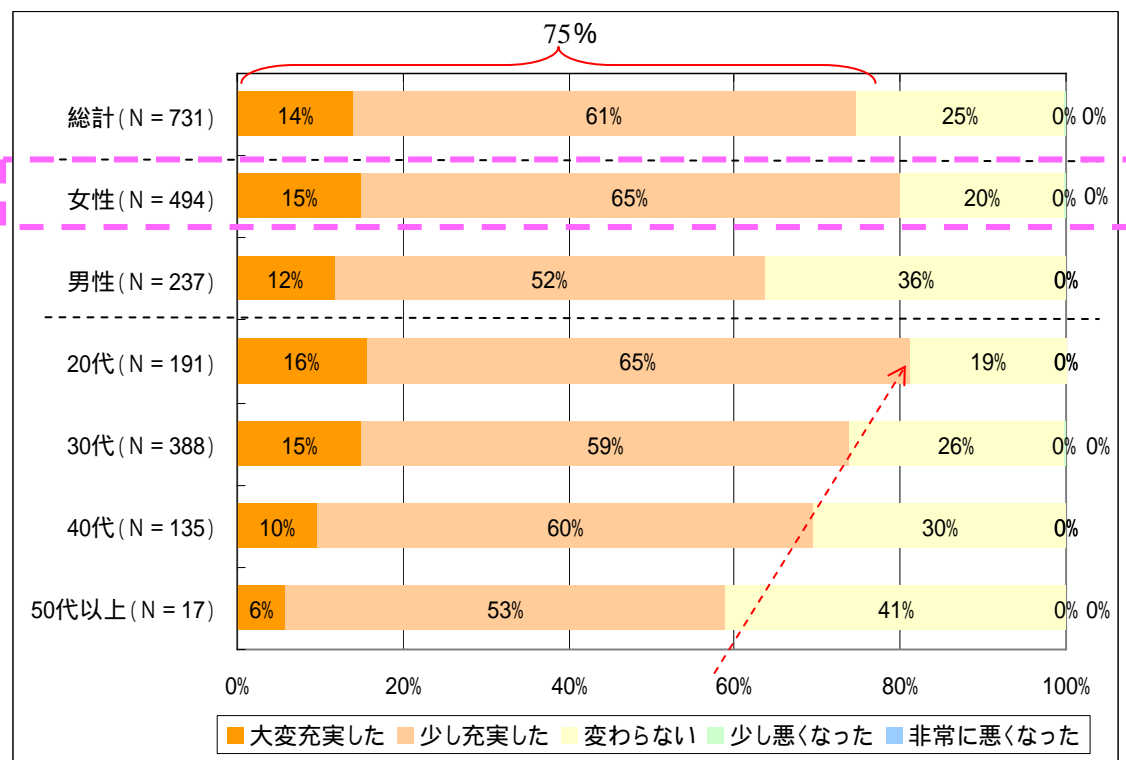


Figure 5 Enrichment of office life through subscription to Office Life News



Mori Building’s Main Interpersonal Communication Activities for Office Workers

In addition to improving the performance and grade of its office buildings, Mori Building continually strives to enhance the soft aspects that increase usability and satisfaction for each office worker. As part of that effort, the company sends and distributes informative information to office workers and sponsors events that provide opportunities for office workers to interact with each other.

【Main events for office workers】



Hills Cup futsal tournament sponsored in the past by Mori Building

- Hills Cup futsal tournament
Started in 2006 (held four times)
Approximately 250 people on 40 teams competed in the 2008 tournament
- Invitations to parties for newly opened shops and free tasting events at restaurants (held as needed)
- Invitations to seminars about exhibitions at the Mori Art Museum and Mori Arts Center Gallery (held as needed)

Upcoming sport events

Mori Building Runners Cup relay race

Held against the backdrop of the Ekiden Carnival 2009 Eastern Tokyo Relay Race in Kita-Arakawa

- Date: May 10, 2009
- Venue: Riverbed running through Tokyo’s Kita and Arakawa wards
- Expected participation: About 55 teams with about 220 runners

Mori Building Golf Cup corporate golf tournament

- Dates/courses: July 26, 2009 / Shizu Hills Country Club
August 23, 2009 / Shishido Hills Country Club
- Expected participation: 45 teams with 180 players

【Information distribution tools】

Mori Building offers four information distribution tools: e-mail service Office Life News, website eHills, Hills Vision information monitors, and pamphlet racks for office workers.

1. E-mail newsletter: Office Life News (Apprx. 7,000 subscribers)
2. Indoor image monitors: Hills Vision
3. Website: eHills
4. Pamphlet racks



Top left: Hills Vision

Center left: eHills

Bottom left: Pamphlet rack

Right: Office Life News

【Content of distributed information】

1. Notices about events open only to office workers
 - Futsal tournaments
 - Opening events for restaurants
 - Gallery talks at arts events
2. Notices about services available only to office workers
 - Limited-time shop discounts and new product giveaways
 - Free tasting events at restaurants
3. Invitations to events and seminars
 - Opening receptions for art events
 - Seminars at art events
4. Notices from each facility
 - Information about new services offered by restaurants and shops as well as openings enclosures
 - Information about events at the Mori Art Museum and Tokyo City View
 - Notices about lunchtime concerts, cleanups, the Ibaraki Market, and morning tai-chi
5. Presents
 - Tickets to the Mori Art Museum and TCV
 - Coupons to events such as the Sakura Festival
 - Tickets to the Tokyo International Film Festival