



bitFlyer, Inc.  
Yuzo Kano, CEO

### Japan's First "Points to Bitcoin" Exchange Program

We are pleased to announce that bitFlyer, Inc. (Yuzo Kano, CEO) launched Japan's first "Points to Bitcoin" exchange program on Dec. 18th, 2014. Customers can now exchange points from PointTown, a site managed by GMO Media, Inc.(Teruyuki Mori, CEO), with Bitcoin. With this exciting new service, bitFlyer hopes to offer the opportunity to own and use Bitcoin to a larger segment of the population.



#### PointTown

PointTown, a points collection site in Japan, celebrates its 15 year anniversary on Nov. 30th, 2014 with more than 1.88 million users. PointTown offers both iOS and Android applications, and can be used on PCs, smart phones, cell phones and other devices. Customers earn PointTown Points by things including shopping, answering surveys, or applying for services for free. Earned points can be exchanged into electronic money, gift cards, loyalty program points, cash, and now Bitcoin. With the new Bitcoin exchange service, bitFlyer hopes to offer users a fun and convenient new way to enjoy shopping and use Bitcoin.

bitFlyer continues to offer the best possible services and security to our customers in order to create a safe and convenient Bitcoin transaction environment. Thank you for your continued support of bitFlyer.

\*\* In addition to PointTown, bitFlyer plans to release more "Points to Bitcoin" exchange programs in conjunction with other websites and services.

#### Links

PointTown: <http://www.pointtown.com/>

GMO Media Corporate Site: [http://www.gmo-media.jp/page/company\\_en/](http://www.gmo-media.jp/page/company_en/)

bitFlyer Corporate Site: <https://bitflyer.jp/en/>