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## iProspect, the SEM leading company from US Long-awaited launch in Japan in September 2008!

Carat Japan K.K. (Address: Iwanami Shoten Hitotsubashi Annex 3F 2-4-4, Hitotsubashi, Chiyoda-ku, Tokyo Japan, hereafter "Carat Japan") will launch iProspect Japan(website: <http://www.iprospect.co.jp/>), the Global Search Engine Marketing Company as a service division of the Carat Japan.

iProspect is a Search Engine Marketing (SEM) Company founded in Massachusetts, USA, and providing its service in 15 countries 36 markets in the world. It belongs to Isobar, the world largest digital interactive network owned by Aegis Group, a global agency network, as one of its ally companies, and established unquestionable position for SEM reign in major markets in the world.

iProspect, from September 2008, starts providing Search Engine Marketing in Japan as a service division of Carat Japan, which is also one of the companies of the Aegis Group. In addition to its superior services in the organic integration of SEO and PPC, it will capitalize the best practices from its global network, and optimize them into the service for the clients in Japanese markets. By allying the Isobar network in the world, it can also expand the service globally.

### Highlights of iProspect's Service

- **Full service Search Engine Marketing, which goes beyond a mere SEM**  
iProspect understands the client's business deeply, analyses the industry, bring all the marketing activities into a big picture, and then provide the best solutions utilizing search engine. Consultants of iProspect have expertise not just the Search Engine and online marketing but also overall marketing activities, and the team is ready to support the clients to achieve their business goals.
- **International Search Engine Optimization:**  
iProspect offers the search engine optimization in the international sites by using its global network and help strengthen the visibility of the client's website in the world.
- **Individual Consulting Service:**  
iProspect also provides services including Search Engine Marketing trainings for individuals or corporate clients, and consultancy services for in-house search engine professionals.

Carat Japan K.K. iProspect Division Homepage URL <http://www.iprospect.co.jp/>

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