



CELL Co. Ltd and Shockwave.com Collaborate to Bring Most Popular Japanese Mobile Games to the US For First Time

Leading Japanese Flash Lite™ Game Developer Signs Distribution Deal with Atom Entertainment's Shockwave.com

Tokyo, Japan – October 31, 2006 – CELL Co. Ltd, the leading developer of mobile content in Japan, announced today that it has signed a distribution deal with Shockwave.com to bring CELL's most popular mobile games to the US market. Shockwave.com will distribute CELL's games through its live Shockwave® Minis offering available to Verizon Wireless customers on select Get It Now®-enabled phones.

This is the first time CELL games will be available to US customers. Initially, Shockwave.com will distribute CELL's five most popular games as part of their Shockwave Minis catalogue: Commando Jump, Shot Clock Swish, Hero Team Skate Park, Fish Feeder and City Stacker.

"This collaboration with Shockwave.com is the first step in extending our reach beyond the Japanese market," said Yoshichika Sakamoto, CTO and Executive Vice President at CELL Co. Ltd. "Our games are considered some of the most popular in Japan and we are happy that people in the US will now be able to enjoy them too through Shockwave Minis."

"CELL's Flash Lite games are fun to play, offer cutting edge graphics and sound and are easy to play," said Dave Williams, SVP Games, Atom Entertainment. "We are thrilled to bring CELL games exclusively to the US market as part of Shockwave Minis."

CELL is the leading developer of mobile Flash Lite-based content in Japan. With four million downloads, CELL games are some of the most popular amongst Japanese consumers. The CELL game catalogue consists of more than 400 games that offer high quality entertainment for both casual and hard core mobile gamers. With features such as 3D sound, 3D-like graphics and simple one-button navigation people can quickly become immersed for short or long periods of time. Additionally, all CELL games represent a very small footprint making downloads fast and easy.

About CELL

Founded in 2001, CELL Co. Ltd www.cell-net.jp is the leading developer of Flash Lite-based mobile entertainment in Japan. With more than 400 titles, the company has produced the largest library of Flash Lite-based casual games that are enjoyed by more than four million consumers in Japan. The company has also produced more than 40,000

ringtones and other video content. CELL content and Flash-Lite technology expertise positions the company to be a major player in the worldwide mobile market as more carriers and handset manufacturers adopt Adobe's Flash Lite for their next-generation mobile platforms.

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