

CELL Co., Ltd licenses “Phone Data Base” (PDB™) to Adobe Systems Incorporated for inclusion in Adobe® Creative Suite® 3

Profiles of Japanese mobile phones supporting Adobe Flash® Lite™ technology available through Adobe® Device Central CS3

Tokyo – May 8, 2007 – CELL Co. Ltd, the leading developer of Adobe Flash® Lite™ mobile content and mobile solution provider in Japan, announced today that it has licensed portions of its proprietary database of mobile phone specifications (referred to as PDB™) to US- based Adobe Systems Incorporated for distribution in the Adobe® Creative Suite® 3 product line.

Japan has one of the world’s most advanced mobile industries with new feature rich handsets shipping regularly. To provide rich and compelling content for all of the growing number of high quality handsets, creative professionals are increasingly challenged to ensure their innovative content is well-optimized for the myriad of handsets available to consumers.

Since its inception, CELL has been committed to making its wide range of ringtones, Adobe Flash® Lite™-based casual games and videos available on every phone commercially available in the Japanese market. CELL is also committed to delivering an optimal experience to every consumer no matter what handset they use. In order to meet these commitments, CELL has created profiles of all phones using an internally developed profiling process to create a database of specifications for all phones.

Profiles from CELL’s database licensed to Adobe Systems Incorporated are intended to improve development efficiencies of creative professionals using the Adobe Device Central CS3 tools, enabling them to maximize their time. The licensed profile data is incorporate in the Adobe® Device Central CS3 and is provided to all mobile developers using the tool.

Utilizing the profiled data of each handset, Adobe® Device Central CS3 enables creative professionals to closely emulate actual devices, increasing productivity and quality of mobile content.

Through this collaboration of platform provider and leading content developer and the data CELL has provided, we expect that creative professionals will be able to create compelling content, leading to a more interesting and larger market for the world-wide mobile market.

CELL will continue developing tools and updating mobile device profiles to provide the most up-to-date profile information for mobile devices for creative professionals to leverage.

About PDB™ (Phone Data Base)

PDB™ is a proprietary database of mobile phone specifications created by CELL using profiling programs for each individual handset to enable development of high quality ringtone, Flash Lite mini games and other mobile content. Over one thousand profiling programs are used on each handset to create profiles for both Japanese and non-Japanese phones.

About Adobe® Device Central CS3

Adobe® Device Central CS3 is designed to boost the efficiency and productivity of creative professionals and mobile developers who want to produce innovative and compelling content for a broad range of mobile phones and consumer electronics devices. A regularly updated library of device profiles, combined with intelligent integration between Device Central CS3 and the other Adobe® Creative Suite® 3 components, simplifies the mobile authoring workflow and makes it a snap to preview designs and test content on the desktop — before loading it on the target device for final testing.

Additional information regarding Adobe® Device Central CS3 can be found at:
<http://www.adobe.com/products/creativesuite/devicecentral/>

About CELL

Founded in 2001, CELL Co. Ltd is the leading developer of mobile entertainment and commerce sites based on Adobe Flash® Lite™ technology in Japan. With more than 450 titles, 40,000 ringtones and other video content, the company has produced the largest library of Adobe Flash® Lite™ -based mobile entertainment. CELL's creative and technical expertise in delivering engaging experiences, building communities, and developing compelling commerce solutions positions the company to be a major player in the worldwide market as more carriers and handset manufacturers adopt Adobe Flash® Lite™ technology to deliver richer mobile experiences to their customers.

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