

*CELL Co. Ltd to Provide Casual Games on Nokia's New N81 Handset
Leading Japanese Mobile Game Developer Is First to Deliver Adobe Flash Lite™
Casual Games on a Nokia Nseries Device in Greater China Area*

Beijing – August 30, 2007 – CELL Co. Ltd, the leading developer of Flash Lite™ mobile content in Japan, announced today that Nokia has licensed 5 game titles from CELL for its Nokia N81 device, being introduced in Greater China Area. This enables CELL's most popular casual games to be directly accessible by Nokia customers in China, includes Hong Kong and Taiwan.

“It is exciting to have our games preloaded on one of Nokia's Nseries devices,” said Tomoyuki Hara, President of CELL Co. Ltd. “We share Nokia's goal of making great games easy to find and play and believe Nokia customers across China will quickly consider CELL casual games to be one of their most favorite forms of mobile entertainment.”

Featuring 3D graphics and sound, simple one-button play and the option to log high scores online*, CELL's mini games are considered some of the most popular in Japan. Additionally, most of CELL games are less than 100K in file size, making them fast and easy to download. Many CELL games garner up to 1,000,000 downloads their first day of availability.



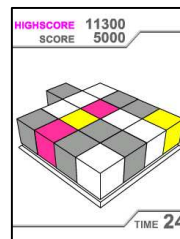
**The Space
Defense Forces**



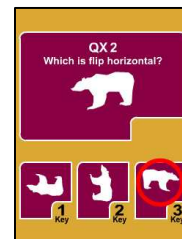
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La Car Jenne 2



hakokeshi



**Right Brain
Therapy**

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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 500 titles, the company has produced the largest library of Flash Lite-based casual games that are enjoyed by more than nine 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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*To check the cost of data transfer services, contact your network operator or service provider.

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