



Press Release

Principal Agreement Reached on Business Alliance between RockYou Asia Inc. and CELL Co., Ltd.

- Joint Deployment of Mobile Social Application -

TOKYO, Japan – December 17, 2009 – RockYou Asia Inc., the primary social application provider in Japan, and CELL Co., Ltd., the leading multimedia content provider in Japan, jointly announced today that they reached a principal agreement to form a business alliance. The business alliance will allow both companies to further solidify their relationship and promote cooperation in the planning, development, and deployment of mobile social applications, thereby creating tremendous synergy benefits.

From January 2010, both companies will provide social applications domestically in Japan on *Mobage Town*, a mobile social networking service (SNS) site operated by DeNA Co., Ltd., and on *mixi Appli Mobile*, a mobile version of SNS site *mixi*, operated by mixi, Inc. The social applications that they provide by combining the expertise of both companies will be casual, as well as convenient and fun to use, in communications with friends.

About Social Applications

A social application is an application that you use with social networking services (SNS). It comes in a wide variety of patterns, ranging from games to information-sharing models and communication models and goes viral from friend to friend and from person to person.

In Japan, mixi, Inc. launched *mixi Appli* for personal computer applications on August 24, 2009, and for mobile applications, on October 27, 2009. In addition, DeNA Co., Ltd., now provides open application programming interface (API) for game software developers on *Mobage Town*, their social networking site. With these moves, the social application market is expected to grow further in Japan.

- *Mobage Town* is a registered trademark or trademark of DeNA Co., Ltd.
- *mixi* is a registered trade mark or trademark of mixi, Inc.

About RockYou Asia

Corporate Name: RockYou Asia Inc.

Incorporated: February 2009

Headquarters: Step Roppongi Building 2F, 6-8-10 Roppongi, Minato-ku, Tokyo

Representative Director and CEO: Taizou Son

<http://www.rockyouasia.com>

RockYou Asia is a social application provider. RockYou Asia provides entertainment tools and social applications designed to promote interactive communication among friends and are casual, as well as convenient and fun to use, for SNS sites in various Asian countries.

About CELL Co., Ltd.

Corporate Name: CELL Co., Ltd.

Incorporated: May 2001

Headquarters: Kouji-machi YT Bldg, 2-2-4 Kouji-machi, Chiyoda-ku, Tokyo,

CEO: Tomoyuki Hara

<http://www.cell-net.jp/>

CELL is a multimedia content provider with innovative ideas that sees things from the viewpoint of real users to plan and produce a variety of mobile, PC, video software, and media development services.

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