

Press Release

**CELL Co., Ltd. and ixen, Ltd., Jointly Launch, on Mobage Town, I'm Boten-kun, the Cactus Boy, a Very Popular Online Nurturing Game on SNS ixen, A Fun Place to Play Online**

TOKYO, Japan – January 27, 2010 – CELL Co., Ltd., the leading multimedia content provider in Japan, announced today in conjunction with ixen, Ltd. the launch of the social game *I'm Boten-kun, the Cactus Boy* for a social application called *Mobage Town Open Platform* on *Mobage Town*, a comprehensive portal site for mobile phones operated by DeNA Co., Ltd. Ixen is a wholly owned subsidiary of C.A. Mobile, Ltd., a leading provider of mobile solutions and services in Japan.

The online social game *I'm Boten-kun, the Cactus Boy*, launched on *Mobage Town* today, has been made available on the SNS *ixen, a Fun Place to Play Online* since 2007 and is a very popular nurturing game played by more than 1.5 million people. In this online game, players can participate in many fun activities while living together with *Boten-kun*, a game character that looks like a cactus. Players keep an observation journal to record the growth of *Boten-kun*, and players participate in chats or play mini-games, or play dress up games by personalizing *Boten-kun* using the items available on the site. In addition, participants play with your friends by connecting and collaborating online with their *Boten-kuns*.

Going forward, ixen will continue to make positive efforts to provide services that further facilitate communication among people in a mobile environment and to develop and produce high quality social games.

**Screen Image**

Top Page of Boten-kun



Boten-kun's Room (Full Flash)



He grows in various ways! Let's dress him up as you like!



You can interact with your friends online and play games together!



***I'm Boten-kun, the Cactus Boy for Mobage Town*    <http://pf.mbga.jp/12000117>**

- Free online game (Note: Each player is responsible for any separate telecommunications charges.)
- Compatible terminal: Mobile phones using Flash Lite 1.1 or later versions
- URL -- <http://mbga.jp/>

Members of *Mobage Town* may participate in the game now. Non-members can start using the services after membership registration has been completed.

***SNS ixen, A Fun Place to Play Online*    <http://ixen.jp/>**

- Free online game (Note: Each player is responsible for any separate telecommunications charges.)
- Compatible terminal: Mobile phones using Flash Lite 1.1 or later versions
- How to Access:

iMode: iMenu → Menu List → Community/SNS → ixen

EZweb: au one TOP → Category → Community → SNS → SNS ixen, A Fun Place to Play Online

Yahoo!Keitai (or for Mobile): Menu List → SNS → ixen: Games & SNS



**About CELL (<http://www.cell-net.jp/>)**

Corporate Name: Cell Co., Ltd.

Head Office: Kouji-machi YT Bldg., 2-2-4 Kouji-machi, Chiyoda-ku, Tokyo, Japan

Incorporated: May 2001

Capital: 391,250,000 yen (as of March 31, 2009)

President: Tomoyuki Hara

Main Business Activities: Digital contents business, solution business, image&software business, media development business, overseas business

**About ixen (<http://www.ixen.co.jp/>)**

Corporate Name: ixen, LTD.

Head Office: Shibuya Infoss Tower, 20-1 Sakuragaoka, Shibuya-ku, Tokyo, Japan

Incorporated: July 1, 2008

Capital: 90,000,000 yen (as of September 30, 2009)

President: Daigo Ikeya

Major Business Activities: Mobile advertising business, mobile commerce business, mobile contents business, mobile solution business

**About CA Mobile (<http://www.camobile.com/>)**

Corporate Name: C.A. Mobile, LTD.

Head Office: Shibuya Infoss Tower, 20-1 Sakuragaoka, Shibuya-ku, Tokyo, Japan

Incorporated: May 31, 2000

Capital: 1,889,750,000 yen (as of September 30, 2009)

President and CEO: Yuzuru Sotokawa

Employees (Consolidated): 573 (as of September 30, 2009)

Major Business Activities: Mobile advertising business, mobile commerce business, mobile contents business, mobile solution business

\* *iMode/imode* is a trademark of NTT DoCoMo, Inc.

\* *EZweb* is a trademark of KDDI Corporation.

\* *Yahoo! Keitai(or for Mobile)* is a trademark of Softbank Mobile Corp.

\* *Yahoo!*, and the *Yahoo!* and *Y!* logos are trademarks and/or registered trademarks of Yahoo! Inc. of the United States.

\* All the company or product names described herein are the trademarks and/or registered trademarks of their respective holders.

\* Each of the screen images shown herein is intended to provide a rough image only.

---

Contact for news media about this issue

CELL Co., Ltd.

Public Relations Department, CEO's Office

Oshima and Iwata

Tel: +81-3-3263-3315

Fax: +81-3-3263-3316

E-Mail: [info@cell-net.jp](mailto:info@cell-net.jp)

C.A. Mobile, LTD.

Corporate Planning Office

Kobayashi

Tel: +81-3-6415-3424

Fax: +81-3-6415-3444

E-Mail : [info@camobile.com](mailto:info@camobile.com)