



Press Release

RockYou Asia Inc. and CELL Co., Ltd., Jointly Launch Mobile Version of Speed Racing on Mobage Town

- PC Online Social Game with More than 4.2 Million Installations

Now Available for Mobile Application -

TOKYO, Japan - January 27, 2010 - RockYou Asia Inc., the primary social application provider in Japan, and CELL Co., Ltd., the leading multimedia content provider in Japan, announced today the launch of the mobile version of the social game *Speed Racing*, jointly developed by the two companies, on *Mobage Town*, a mobile social networking service (SNS) site operated by DeNA Co., Ltd.

In the social game *Speed Racing*, players play and communicate with one another online. Players select their choice of car profiles from an array of choices ranging from luxury cars to ordinary sedans. They race cars against one another, dress up and tune the cars the way they like, and brag about them to one another. The mobile version of the social game *Speed Racing*, launched on *Mobage Town* today, offers a variety of unique functions that are not available in the PC version.

New Additional Functions to Be Made Available Soon on Mobile Version of *Speed Racing*

■ Random Dress-Up Function

This function is to get cars dressed up at random for those players who are not good at doing so.

■ National Racing Competition Function

With this function, players are selected at random to participate in a car race. If a player wins a race, enough points are earned for dress-up kits for the player's car or for purchase of a new model car.

■ Recommend Function

This function enables players to obtain appraisal of their own uniquely dressed-up cars from other players. Special privileges are awarded to those players who are ranked high.

Going forward, RockYou Asia and CELL will continue to collaborate in the development and offering of high quality social games for mobile applications.

• Mobage Town is a registered trademark or trademark of DeNA Co., Ltd.

Speed Racing for Mobile Application
<http://pf.mbga.jp/12000299>



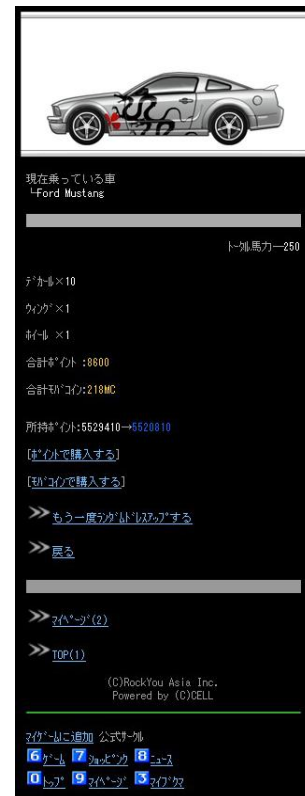
Top Page of *Speed Racing*



My Page



Purchase Page



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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