



press release

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Faith Communications, Inc., the US subsidiary of Faith, Inc., launches “Voce”, the world’s first mobile phone carrier service targeted at the wealthy class

Tokyo-May 16, 2006---Faith Communications, the US subsidiary of Faith, Inc. (Faith) (TSE: 4295), has launched “Voce”, the world’s first mobile phone carrier service targeted at the wealthy class.

Based in Beverly Hills (US), “Voce” services are offered exclusively in the Los Angeles area. The company plans to launch the service in New York and San Francisco in fall 2006, and to expand service availability to other major US cities such as Chicago, Miami and Washington DC in 2007.

“Voce” is developing unprecedented mobile phone services and business models for the existing US mobile phone market, where discontent with service quality is increasing among clients, and for the MVNO market, which is targeted mainly at young users.

Data concerning the impact of the new service on the company’s business results for the fiscal year ending March 31, 2007 will be released upon confirmation of the business forecast figures.

About Faith Inc.

Faith was the first company in the world to design and apply “ring tones” for mobile telephones and expanded its business activities not only within Japan, but also into 21 countries throughout the world including North America, Europe, the Asia-Pacific region and South America. Moreover, the company provides electronic money service used for settlement of accounts for on-line games, music distribution and e-commerce. In the United States, Faith also provides mobile telephone services (MVNO service) targeted towards a specific customer segment. In the future, Faith further aims to be a high added-value service company through the creation on a global scale of “a new scheme for the distribution of digital contents” in various environments such as mobile telephones and PCs.

For more information, visit <http://www.faith.co.jp/>.

About Faith Communications

Faith Communications was established in Los Angeles (US) in January 2005, as a telecommunications company using the network of another mobile phone operator (MVNO*), and became a subsidiary of Faith, Inc. in September 2005. Under the brand name of “Voce”, meaning “voice” in Italian, the service is targeted at higher income owners and executives, providing not only mobile carrier services, but also high-function specialized terminals, regular free device replacements and upgrades, unlimited domestic service and refined customer service. The company also intends to offer subscribers concierge services such as airport attendance and use of exclusive lounges.

For more information, visit <http://www.voce.com>

***MVNO (Mobile Virtual Network Operator)**

An MVNO is a mobile telecommunications company that uses the telecommunications infrastructure of another mobile phone operator as its host network. The MVNO market is expected to expand both in North America and worldwide, and is estimated to reach a scale of US\$ 11 billion and 35 million users by 2010, according to Pyramid Research, a US growth strategy expert for the communications, media and technology industries.