



press release

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Faith Group's GIGA Networks Launched NFRM service as an i-mode official site

**- Start of the first commercial service
that connects mobile phone services to computers via FeliCa -**



Tokyo - June 25, 2007 --- GIGA Networks Inc. (hereinafter referred to as "GIGA Networks"), a subsidiary of Faith Inc. (hereinafter referred to as "Faith"), launched a for-pay video distribution service that employs Near Field Rights Management[®] (NFRM), a new type of authentication technology that was developed by Faith and is able to provide services that can be used across devices such as mobile phones and digital home appliances, including personal computers and televisions through NTT DoCoMo's i-mode official site

As the first step in the launch of NFRM commercial services, GIGA Networks will provide to its more than 3 million paying members this distribution service of programs such as video recordings of live performances by celebrities affiliated with Yoshimoto Kogyo Co., Ltd. and documentaries concerning the marvels of nature by the National Geographic Channel. In the future, there are plans to gradually expand the service content and steadily distribute longer programs including both Japanese and foreign films, dramas, and variety programs.

- Date of launch of service: June 25, 2007
- Distribution service: i-mode official site *Ringtone Giga* and *Yoshimoto "Sho" (Comedy) Room*
- Access method:
 - Mobile phone (i-mode)
 - iMenu → Menu list → Ringtones/karaoke → J-pop → Ringtone Giga → Giga Rainbow
 - iMenu → Menu list → Ringtones/karaoke → J-pop → Voices/Sound effects/Musical instruments → *Yoshimoto "Sho" (Comedy) Room*
 - Personal Computer
 - GIGA Networks NFRM website
 - <http://www.giga.co.jp/melody/NFRM/index.html> (*Japanese only)

The epoch-making aspect of this service, which makes use of NFRM, is that content purchased through a mobile phone site can be viewed not only on the mobile phone but also on the large screen of a computer or other devices. By simply passing the mobile phone over a FeliCa¹ compatible computer² that is connected to the Internet via broadband, users can enjoy the purchased content wherever and whenever desired, such as at home, a friend's house, or at office. In addition, this innovative system enables the distribution of a wider range of content since the rights of the contents are secured. The content can only be viewed when the mobile phone with the purchased content has been putting over the computer.

This is the first commercial service following NFRM verification testing service, which was undertaken from March 2007 in cooperation with Intel Corporation, Yoshimoto Kogyo, and other content companies.

By capitalizing the success of GIGA Networks' commercial service, the Faith Group will develop content services that make use of NFRM for rights holders and service providers who possess numerous content assets highly demanded by users and have been working towards online distribution amidst concerns about rights authentication and fee payment method. Furthermore, Faith is working to develop a service, which will enable the viewing of content on devices including all-types of digital home appliances and automobile-mounted AV systems, in addition to computers. By providing a service that makes it possible for users to purchase and view desired content wherever they are, the NFRM service can be used not only in the digital video distribution market but also as a new channel for the overall video distribution market, which is worth more than 5 trillion yen.

Also, Faith.Biz, Inc, a subsidiary of Faith, constructs and provides the distribution platform for this commercial service. Faith will strengthen the distribution of content and accelerate the development of new markets by promoting in an integrated manner the group's development of providing distribution platforms, introducing content possessed by the group, and testing new services.

***1 FeliCa:**

FeliCa is a non-contact IC card technology system with in-built memory and wireless communication chips. The card can be cast over a reader for handling data such as settlement of payment transactions. It has a security mechanism that makes it difficult to forge or reconstruct, and is the world's first ISO/IEC15408EAL-certified non-contact card. Since FeliCa enables one card to handle multiple types of data, it can create a card for performing various functions such as electronic money, pre-paid card for public transportation, employee ID card, student ID card, entry/exit pass, etc. These data are managed independently within the FeliCa chip, being possible to set individual access rights, and enabling safe interoperation among a variety of services.

***2 FeliCa compatible computers:**

A computer with a FeliCa port or an externally attached FeliCa reader.

About NFRM service

This is a new content distribution service that ties mobile phones to PCs and uses the rights authentication technology Near Field Rights Management[®] (NFRM), which was developed by Faith. A verification test has been launched on March 6, 2007, in cooperation with Intel Corporation and Yoshimoto Kogyo. Co., Ltd. Currently a NFRM-related patent has been submitted.

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

About Faith, Inc.

(Stock code: 4295, TSE 1st section)

Faith is the pioneer of the ringtone business for the mobile phones. Originally, the concept of ringtone distribution started from this company. It commercialized the idea, and expanded the business not only within Japan, but also into the 21 countries throughout the world, including North America, Europe, the Asia-Pacific region, and South America. Moreover, the company provides the wide-ranging services such as on-line game and music distribution, and issuance of the electric money to settle e-commerce shopping. In future, Faith aims to provide the higher added-value service through the creation of “a new scheme for the distribution of the digital content” in the global scale in various environments such as mobile phones and PCs.

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

About GIGA Networks, Inc.

In addition to providing ringtone distribution services for mobile phones, GIGA Networks (head quarters in Shibuya-ku, Tokyo; President Keizo Odori, Shareholders: Faith, Inc. 95.4%, Yoshimoto Kogyo, Co., Ltd. 4.6%) undertakes planning, development, and distribution of entertainment content such as movies, music, and concert information. “Ringtone GIGA”, which started in September 1999 as an i-mode site providing ringtone services, currently boasts a paid-membership of over 3 million subscribers. By making use of the users reach, GIGA Networks expands and promotes high value-added services for future generation.

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

About Faith.Biz, Inc.

Faith.Biz, Inc. (headquarters in Minato-ku, Tokyo; President Masaru Koshimizu, Shareholder: Faith (100%)) provides to companies both within and outside the Faith group music distribution technology, video distribution systems, EC solutions, and technological platforms for items such as video and audio recognition technology based on the know-how built up by the Faith Group. In addition, Faith.Biz plans and develops its own services using these technologies and develops incubation-type businesses, including corporate tie-ups and planning.

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

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