



## press release

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**Faith's Launch of KAZAS Channel, a Portal Site for Mobile Phones,  
Makes Seamless Service From Purchase To Viewing of Video Content Possible**  
— Creating a new life style you can enjoy videos whenever and wherever you are —



Tokyo-5 November, 2007---Faith, Inc.(Faith) launches today a total portal site for mobile phones called “KAZAS Channel” as one of the official i-mode sites to distribute NFRM service\*1 corresponding video content. NFRM service is a new standard enables a seamless service from purchase to viewing of video content on mobile phone, PC, TV and other home appliances. The first step for a user is to access to KAZAS Channel and to browse through the wide range of contents from three providers. Deciding which content to purchase, the user visits the providers site for mobile phone and purchases it with easy process. Then the user is able to view the video on his/her mobile phone. Furthermore, the content may be viewed on the big screen as well by holding the “Osaifu Keitai” through which the content was purchased over FeliCa\*2 corresponding PC. “Osaifu Keitai” is mobile phones with payment settlement function using electronic money.

In addition to GIGA Networks Inc.(GIGA Networks), which has already been providing the commercial service of NFRM since June this year, two other companies join KAZAS Channel for its launch. One provider is Xing Inc.(Xing), one of the biggest i-mode official site in terms of the scale of paid-membership. The other is NTT Resonant Inc.(NTT Resonant.)

On KAZAS Channel, all the video contents provided by the three companies mentioned above are listed. It includes various footages of live shows, promotional videos, live performances footages of Yoshimoto Kogyo's comedians, documentary programmes, video clips of magazine models.

Faith intends to improve the channel with wide range of contents such as films, dramas, and animation films by providing the highly reliable distribution channel to content providers and rights holders who own appealing contents and wish to expand their business, but have problems with method of distribution, copyright, method of billing and settlement, etc. By adding up the more service menus such as free word search, top chart, and mail magazine, Faith will create a total portal site with convenience on which users can easily reach video content they wish to purchase.

Faith addresses on the improvement of NFRM environment on the various platforms such as mobile phones, PCs, and other home appliances, as well as the expansion of the appealing contents of various kinds.

Faith also aims to create a video content distribution market which is not influenced by user environment such as method of communication and reception terminal, which will enable to provide the society a life style with quality.

### <Outline of the Service>

- Launch Date: 5 November, 2007
- Distribution Service: “KAZAS Channel,” an official site of i-mode
- URL: <http://kazas.jp/> (for both mobile phones and PCs)
- Method of Access: Mobile phone <i-mode> iMenu -> MENU / Search -> “Osaifu Keitai” -> “KAZAS Channel”
- Corresponding Model: NTT docomo handset with “Osaifu Keitai” function (a part of the contents is available only on 904i series.)
- Condition: Special application required for both mobile phones and PCs  
\*Available at <http://kazas.jp/> free of charge
- Charge System: Packet fee
- PC Environment:
  - FeliCa Port installed, or PaSoRi connected PCs
  - Connected to broadband (More than 3M bps/s rotation speed in actual measurement is recommended)
  - Corresponding OS ... Japanese-language version of Windows XP(SP2) or Windows Vista
  - Application ... Windows Media Player 10 or 11

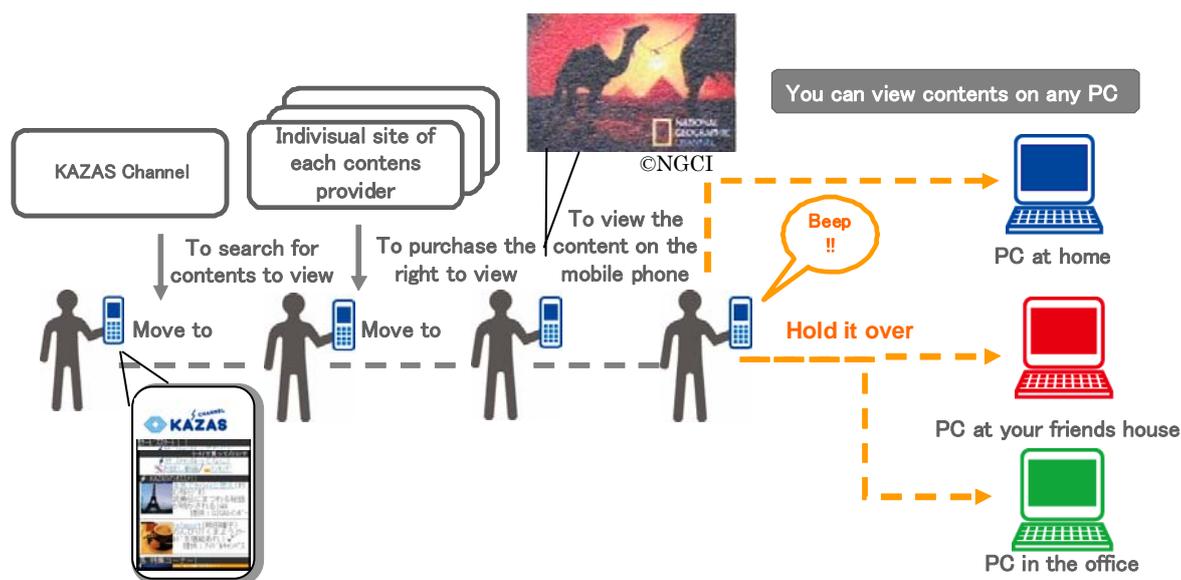


(QR Code)

### KAZAS Channel Contents Providers (as of 5 Nov. 2007)

Contents Provider	Web Site	Main Feature	Charge (Tax Excluded)
Xing		<i>Dokokara Movie JOYSOUND</i> Concert footage such as “THE LIVE GOES ON”	¥150 -
NTT Resonant		<i>IDOL CAMPUS</i> Video clips of popular magazine photo idols such as Yoko Kumada and Mariko Okubo	150 points –
GIGA Networks		<i>Chakushin Melody GIGA</i> Yoshimoto Kogyo’s popular comedy shows of Tutorial, Oriental Radio, etc., and programmes from National Geographic	¥80 -

## [Basic Concept of KAZAS Channel Service]



### \*1 About NFRM service

It is a new content distribution service that connects mobile phones to PCs by using the rights authentication technology Near Field Rights Management® (NFRM) developed by Faith. Without any hassle, contents purchased at mobile phones are not only viewed on the mobile phones, but viewed on other digital equipments as well by holding the mobile phones over them. The demonstration test was successfully conducted from March to June this year in cooperation with Intel Corporation and Yoshimoto Kogyo. Co., Ltd. The environment making for the full-scale diffusion of NFRM has been in good progress. For example, in June, GIGA Networks, a subsidiary of Faith started its commercial use. More recently, Sony adopted “NFRM PC Viewer” for VAIO Autumn 07 models' preinstalled application. Currently an application for NFRM-related patent is in process.

### \*2 About FeliCa

FeliCa is a contactless IC card technology with memory and antenna. By placing the card over the reader/writer, data such as settlement are exchanged. As FeliCa can manage several data sets of different purposes on a single card, it could become electronic money, prepaid card of public transportation, ID for employees and students, entry/exit control card, etc. at the same time. Since each function is managed independently inside the FeliCa chip, it allows to set up access right separately, and to secure the interoperability among the various services.

### About GIGA Networks Inc.

In addition to providing ringtone distribution services for mobile phones, GIGA Networks undertakes planning, development, and distribution of entertainment content such as films, music, and concert information. “Chakushin Melody GIGA”, which started in September 1999 as an i-mode menu site providing ringtone services, currently boasts a paid-membership of more than 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 Xing Inc**

Its main businesses are provision of the professional-quality karaoke online and the content for mobile phones. Last year, it started “Uta-suki JOYSOUND” a ‘karaoke community service’ that brings mobile phones, PCs, and karaoke shops together. It aims to give customers new ways of enjoyment by making use of its karaoke network and know-how as a mobile content provider.

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

### **About NTT Resonant Inc.**

NTT Resonant Inc. started its business on 1 April, 2004 as a result of merger of NTT-X and NTT-BB. It took over “goo,” an online portal site and an E-learning service from NTT-X, and “BROBA,” a broadband content provision service and package services such as video conference service by NTT-BB. The search function of “goo,” an application service of NTT group's broadband business, is one of the best in Japan. The company aims to realize convenient service in high quality to satisfy wide range of demands of Internet users by enhancing and developing “goo” to a leading portal site of broadband age, and at the same time, taking initiative for developing and providing a user-friendly interactive image communication service in high quality.

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

### **About Faith Inc. (stock code, 4295; 1st section of TSE)**

Faith is a pioneer of the ringtone business for the mobile phones. Originally, the concept of “ringtone” 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 electronic 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-inc.com/>

\* Names of companies and products in this press release are either trademarks or registered trademarks of the respective companies.