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### **GIGA Networks Launches GIGA Miranca The portal site starts distribution of video content played back both on mobile phones and PCs**

**Tokyo - April 21, 2008** --- GIGA Networks Inc. (GIGA Networks) launches today a new portal site "GIGA Miranca" for mobile phones in cooperation with Neo Inc. (Neo, Head office at Chiyoda-ku, Tokyo, President/CEO Makoto Eguchi). By the alliance of Neo which operates "Miranca ®" providing video content distribution services for PCs and . GIGA Networks, they utilize an authentication technology called Near Field Rights Management ® (NFRM)\*1 developed by Faith., Inc. (Faith,) the parent company of GIGA Networks. "GIGA Miranca" services (i-mode official site) boasts lineup of more than 1,000 videos can be played back both on mobile phones and on PCs.

The "GIGA Miranca"s contents distributed to mobile phones and PCs include many Japanese programmes which are released to mobile phones for the first time and the original lineups from "Miranca ®". To PCs, contents include popular American dramas such as 24 –TWENTY FOUR- Season I-V, Hollywood films become available. In addition to these, more than 1,000 lineups include videos funded by GIGA Networks and Desperado. Inc. in Faith Group which consists of various categories such as film, TV drama, animation film, video clip of magazine models, comedy, hobby, music, and others are ready for distribution, and 50 new arrivals are expected every month.

Recently, PC manufacturers have been racing to introduce new high-specific models on which Intel ® Core ™ 2 and other latest processors are installed. It enables consumers to

easily enjoy high-definition content such as films, dramas, games and other videos. As content available on GIGA Miranca are NFRM corresponding, users are able to watch the content on PC, as well as on the mobile phone after the purchase of the content. A part of its lineup includes high-definition videos assuming these are viewed on PC. Once purchased videos on mobile phones, users can enjoy them on the big PC screen, not only on the small window of a mobile phone.

Intel's co-president Kazumasa Yoshida talks as follows on the launch of GIGA Miranca: Intel welcomes the launch of GIGA Miranca service which provides a new style of viewing with appealing content. Our Company has been taking initiatives for the construction of digital environment which is not restricted by terminals. That is, users can enjoy various digital contents easily on PC, mobile phones, and other terminals. At the same time, we have been working on realizing a sound prevalence of e-commerce. To achieve these goals, we have been cooperating across the industry. Intel will keep providing a diverse range of digital lifestyles to the consumers through innovative silicon technologies, new internet technologies, and e-commerce forms.

GIGA Networks has been operating portal sites for mobile phones such as "GIGA Rainbow" to distribute ringtones, Chaku-Uta ®(ringsongs), and video content. Launch of GIGA Miranca expands the Company's coverage of distributing contents from music to video. As becoming a prominent content distributor in Japan, GIGA Networks makes further strides in the content distribution market by increasing the number of subscribers, and by providing services which can raise the satisfaction level of existing three million subscribers.

Faith will strive to improve the NFRM and other convenient distribution structures available on the various platforms such as mobile phones, PCs, and other home appliances, as well as to enhance contents which live up to the new distribution system. The Company also aims to create a content distribution market which is not restricted by user environment such as method of communication and reception terminal, which will enable to provide the society a life style with quality.

#### <Selection of the Video Content>

##### Films:

Hollywood films\* and others

To watch Hollywood films, you have to purchase the viewing right on your mobile phone after watching a sample clip, then watch the whole story on the PC.

##### TV dramas:

Hollywood make dramas\* such as Season I-V of *24*

*Konno-san to Asobo* (Let's play with Konno-san), etc.

To watch Hollywood dramas, you have to purchase the viewing right on your mobile phone after watching a sample clip, then watch the whole story on the PC.

##### Animated films:

*A Dog of Flanders*, *Rascal the Raccoon*, *Anne of Green Gables*, Digest version of *The*

*Masked Rider Den-O*, Digest version of *Juken-Sentai Geki Ranger*, *The Masked Rider Ryuki*, *Panic in the Village*, etc.

Comedies and Actions:

Yasushi and Kiyoshi, Kozue and Midori

Lumine the Yoshimoto History incl. Ameagari-Kessitai, Jicho-Kacho, Impulse, Chihara Brothers, Penalty, Dainoji

Other

Magazine models:

Yukie Kawamura, Yuko Ogura, Hitomi Aizawa, Meguru Ishii, Miki Yabe, Yuri Sawamura, *Susume! Kyonyu Tankentai*, etc.

Documentaries:

*Project X Challengers*, *NHK Special*, *The Sekai Isan Series* (world heritage), National Geographic Channel, *Space*, *Digital Konchu Tanteidan* (world of insects), etc.

How-tos and Culture:

*Mini Eikaiwa Tossa no Hitokoto* (English lessons), Living abroad, Golf, Yoga, *Meikyoku Album* (classical music) etc.

Holiday:

*Retto Judan Tetsudo 12,000 km no Tabi* (train journey in Japan), *Nokoshitai Nippon no Yado* (old Japanese inns), etc.

Videos funded by Faith Group:

*Konno-san to Asobo* etc.

\* First appearance for mobile phone



<Outline of the Service>

Name of the Site: "GIGA Miranca"

Access: <i-mode> iMenu -> Videos/Video Clips -> General/Variety Entertainment

Charge System:

Monthly Payment System

¥105.(100 points)/ ¥315.(300 points)/ ¥525.(500 points) a month

Pay per View System

¥105.(100 points)/ ¥315.(300 points)/ ¥525.(500 points)

Price:

0 - 500 points / video

Re-downloadable period: From 24 hours to 14 days from purchase

Environment: FeliCa installed FOMA90X and 70X serieses



Launch Date: April 21, 2008

\*1 About NFRM <http://www.nfrm.jp/> (Japanese)

It is an innovative content distribution service that connects mobile phones and digital devices by utilizing the authentication technology named Near Field Rights Management ®(NFRM) developed by Faith. Contents purchased at mobile phones are not only viewed on the mobile phones, but viewed on other digital equipments as well without any hassle by just holding the mobile phones over them.

About Faith, Inc. <http://www.faith-inc.com/> (Stock code 4295, 1st section of TSE)

Head office: Nakagyo-ku, Kyoto

CEO/President: Hajime Hirasawa

Faith is a pioneer of ringtone business for 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 many countries throughout the world, including North America, Europe, the Asia-Pacific region, and South America. Moreover, the Company provides wide range of services such as on-line game and music distribution, and issuance of electronic money to settle e-commerce. In future, Faith aims to provide the higher value-added services through a creation of a new scheme for distribution of digital contents in the global scale in various user environments such as mobile phones and PCs.

About GIGA Networks Inc. <http://www.giga.co.jp/melody/index.jsp> (Japanese)

Giga Networks (President: Keizo Odori) is a subsidiary of Faith. It undertakes planning, development, and distribution of various multi-media related services in the fields of video, e-commerce of CD and DVD, graphical emoticon, entertainment information, and radio linked content project, in addition to providing ringtone and ringsong distribution services for mobile phones. Various sites the Company provides have achieved popularity among mobile phone users, and currently boasts a paid-membership of more than three million subscribers. One of these sites is a ringtone and ringsong service called “Chakushin Melody GIGA” started in 1999 as an i-mode official menu site. By making use of its users reach, GIGA Networks will expand and promote high value-added services for future generations.

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