

To Press Representatives

Faith, Inc.

**Faith Invests in Voice Actor, Actor and Artist Discovery, Cultivation and Management Company LYNC-ENTERTAINMENTS  
~Forms Strategic Partnership to Send Out Excellent Human Resources and Talents to the World~**

Faith, Inc. (Representative: CEO/President Hajime Hirasawa; Headquarters: Kyoto; Securities code: 4295 TSE 1st Section; hereinafter "Faith") has made an equity investment in LYNC-ENTERTAINMENTS (Representative: CEO/President Toshihide Saito; Headquarters: Minato-ku, Tokyo; hereinafter "LYNC-ENTERTAINMENTS"), a company engaged in the discovery, cultivation and management of voice actors, actors, and artists.

LYNC-ENTERTAINMENTS acts as an agent for approximately 100 male and female voice actors, actors and artists aged between 19 and 70, as well as offering lessons in voiceover work, narration, acting, dancing, singing, etc., and engaging in management business, planning and production of various contents.

In future, Faith and LYNC-ENTERTAINMENTS will cooperate centered on entertainment-related services to provide users with excellent contents ranging from narration and voiceover work in the contents production field to webcasting, crowdsourcing, social lessons, etc., by all available methods as advocated by the Faith Group. Concrete measures will include discovering, cultivating and launching excellent world-class artists. In addition, all the companies in the Faith Group (including Faith Wonderworks, Inc., Nippon Columbia Co., Ltd. and others) will work together toward the expansion of our new entertainment business.

**■ About LYNC-ENTERTAINMENTS**

Company name: LYNC-ENTERTAINMENTS  
URL: <http://www.lync-entertainments.jp/>  
Representative: CEO/President Toshihide Saito  
Capital: 10 million JPY  
Head office address: 502 Sara Minami Aoyama, 6-3-13  
Minami Aoyama, Minato-ku, Tokyo  
Date of establishment: September 12, 2012

**■ About Faith** <http://www.faith.co.jp/> (Securities code: 4295 TSE 1st Section)

Faith, Inc. is the originator of mobile phone ringtone melodies and the first company in the world to commercialize this concept\*. Faith provides a wide diversity of contents services including video, music, online games, etc., and also distributes medical care and health information. Possessing a system that allows it offer clients everything from contents planning production to platform design, construction and distribution as a one-stop service, Faith is developing into an even higher value-added company that creates content distribution systems optimized for all kinds of user environments including mobile phone, smartphone, PC,

digital home appliances, etc., by satisfying today's continuously expanding and diversifying user needs. (\*According to a survey by the Company)

■ **About Faith Wonderworks** <http://www.faith-wonderworks.co.jp/>

As a member of the Faith Group, with “delivering affluence” as its corporate identity, Faith Wonderworks, Inc. is engaged in a broad range of entertainment businesses including contents business such as mobile phone and smartphone official website operation, smartphone-use app development, and video design and production business such as film and video design and production, etc. By delivering diverse entertainment, Faith Wonderworks is seeking to be an enterprise that makes new lifestyle proposals that bring people happiness and new sensations.

■ **About Nippon Columbia** <http://columbia.co.jp/> (Securities code: 6791 TSE 1st Section)

Established in October 1910, Nippon Columbia Co., Ltd. is Japan's oldest music company, and its history can be said to be the history of the music business in Japan. For over a century, Columbia has been launching a continuing succession of star performers and releasing memorable hit songs, and making numerous contributions the creation of fashion and culture. By building up its strategic partnership with Faith as a member of the Faith Group, Columbia will continue to pursue new music business creation by improving its various music-related services and promoting new forms of music distribution.

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

■ **For further information concerning this subject please contact:**

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