



press release

PRESS CONTACT:
Shigeyoshi Fujiwara
Corporate Communication,
Faith Inc.
ir@faith.co.jp
+81-3-5776-6255

Faith forms alliance with InterVideo, Inc., a leading provider of DVD software.

– Collaborative Marketing for Provision of Audio/Video Content Solutions in Japan and Europe–

Tokyo-July 13, 2006---In August 2006, Faith, Inc. (Faith) (TSE:4295) has recently formed alliance with InterVideo, Inc. (CEO: Steve Ro, NASDAQ: IVII, hereinafter referred to as “InterVideo”), the world’s largest and leading provider of DVD and multimedia software for PCs, in audio/video distribution technologies to launch a collaborative marketing for the provision of licenses and related solutions in Japan and Europe.

Faith is a global leader in sound source technology applied to mobile devices such as mobile telephones and has been opening a new distribution service market for providing digital content including audio and video both domestically and overseas. InterVideo is a global leading provider of next-generation DVD and multimedia software for PCs such as “WinDVD”, the de-facto standard for DVD playback software for PCs.

Both companies will use each other’s technologies, know-how and customer networks accumulated in the field of mobile device and PC technology to provide the world's most advanced solution for audio, video and data distribution to mobile device manufacturers, PC manufacturers, mobile phone carriers and content providers regardless of the type of network or terminals used. Moreover, both companies will jointly develop a new entertainment platform through the integration of both companies’ technologies based on their audio/video distribution and reproduction technologies.

The alliance will initially be launched in Japan and Europe and subsequently expanded throughout the world.

Faith will reinforce its “creation of a new scheme for the distribution of digital contents” and further accelerate the improvement of its corporate values.

About InterVideo Inc.

InterVideo is a global leading provider of the most advanced solutions for a wide range of digital contents such as audio and video on PCs, consumer electronic devices, and mobile devices. The company has a market share of over 70% of the DVD-related software for PCs and achieved annual revenues of about 12 billion yen in fiscal 2005, of which more than 35% came from the Japanese market. InterVideo's unique iMobi™ multimedia codec technologies are widely used by Smartphones, GPS units and portable entertainment device OEMs and ODMs to enhance music and video enjoyment in anyplace at anytime. Additionally, the company in recent years has entered into the field of mobile telephones and car electronics. InterVideo's worldwide headquarters is located in Fremont, CA, USA with major offices in Taiwan, Japan, Mainland China and around the globe. For more information, visit www.intervideo.com.

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/>.