



press release

PRESS CONTACT:

Shigeyoshi Fujiwara / Miho Ishikawa
Investors & Public Relations Department
Faith, Inc.
mail_to_ir@faith.co.jp
Tel: +81-(0)3-5776-6255
Fax: +81-(0)3-5776-6256

NFRM services available on 3 carriers including NTT DoCoMo, KDDI, and Softbank Mobile
- NFRM associates with FeliCa Networks's "pitmotto" platform -



Tokyo - March 4, 2008---Near Field Rights Management® (NFRM) *1, an authentication technology developed by Faith, Inc. (Faith,) is to correspond to "pitmotto"*2, one of the platform services developed by FeliCa Networks, Inc. (FeliCa Networks). Since pitmotto corresponds to Osaifu-Keitai (A mobile phone equipped with FeliCa port), compatibility of pitmotto with Faith's NFRM enables NTT DoCoMo, KDDI, and Softbank Mobile, the carriers' mobile phone with Osaifu-Keitai function, to introduce NFRM corresponding services.

FeliCa Networks' pitmotto is an on-line purchase system specializing electronic event tickets and various coupons. It started its service in March 2007 for Osaifu-Keitai released by the three major carriers. With an Osaifu-Keitai mobile phone, boot up pitmotto application, and you can purchase a viewing right of NFRM corresponding video content and view the content on the mobile phone. Furthermore, you can playback the content of your choice on a wider PC screen by holding your mobile phone over a FeliCa port of an Internet connected PC. Faith is to carry out a demonstration of this service at IC CARD WORLD 2008, an all-round exhibition on smart card and RFID technology opening on 4 March.

Faith is able to provide NFRM corresponding services to even wider audience by providing NFRM technology to all three carriers. The advantage for pitmotto is that it can expand its services for the end users by adding functions of playing back on Osaifu-Keitai mobile phone and also on PC. Faith and FeliCa Networks are working on the introduction of commercial service of the joint pitmotto-NFRM service by summer 2008. The two companies aim for is provision of tie-up services. For example, on purchase of a concert ticket, freebies such as a video clip of the artist can be delivered at the same time. Another idea would be on purchase of a NFRM corresponding film, discount coupons of related films showing at theatres can be distributed at the same time by utilizing the electronic ticket function of pitmotto. This tie-up of the electronic ticket service and the video content distribution service will make a dramatically wider range of promotional activities possible.

Faith strives to provide services to meet the needs of more users by promoting multi-platform corresponding schemes for content distribution such as NFRM, which is not restricted by terminal or by network.

***1 About NFRM**

It is an innovative content distribution service that connects mobile phones and digital devices by utilizing the authentication technology named Near Field Rights ManagementR (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.

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

***2 About pitmotto**

Pitmotto is a platform utilizing Osaifu-Keitai mobile phone developed by FeliCa Networks. It realizes user-friendly transactions on event tickets purchases and reward points.

The platform consists of two parts, an application corresponding Osaifu-Keitai mobile phone and a data read/write function on Osaifu-Keitai mobile phone system. It is designed to enable multiple service providers to load their services. Once the application is downloaded, it can hold as many as about 100 services such as reward point cards, coupons, electronic tickets, etc. It means that a user does not have to carry a card for a service, as one mobile phone does. Pitmotto's ability to accommodate multiple services saves the service providers from developing their own applications when they enter Osaifu-Keitai mobile phone system, reducing the introduction cost drastically.

For more information, visit <http://www.felicanetworks.co.jp/pitmotto/> (Japanese)

***3 About IC CARD WORLD 2008**

The all-round exhibition on smart card and RFID technology is held on March 4-7, 2008 at TOKYO BIG SIGHT.

Demonstrations utilizing Faith's technology will be carried out at FeliCa Networks booth (IC 2513.)

For more information, visit http://www.shopbiz.jp/top/index_IC_e.html?PID=0004&TCD=IC

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

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 added-value services through the creation of “a new scheme for the distribution of digital contents” in the global scale in various environments such as mobile phones and PCs.

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