

press release

PRESS CONTACT:

Brave, Inc.

Attn: Saito

Business Management Department

Tel: +81-(0)3-5789-9800

Fax: +81-(0)3-5789-9801

MySpace Japan

Attn: Chikuda / Miura

Business Planning Dept. Public Relations

Tel: +81-(0)3-6889-1651

Fax: +81-(0)3-6215-5647

Faith, Inc.

Attn: Fujiwara / Kasai

Investors & Public Relations Department

mail_to_ir@faith.co.jp

Tel: +81-(0)3-5776-6255

Fax: +81-(0)3-5776-6256

**“MySpace”, the world's largest SNS *¹ and “viBirth”, the artist store of Brave
formed partnership in music business
Launch global online music store on MySpace through viBirth**



Tokyo - July 16, 2008 --- Brave, Inc. (Brave; Shibuya-ku, Tokyo; President, Hiroshige Tonomura) and “MySpace” operated by MySpace Japan (MySpace; Minato-ku, Tokyo; CEO, Atsushi Taira) announced today that two companies formed business partnership to launch “viBirth” (<http://www.vibirth.com/>) as an official online store on “MySpace”. “viBirth” is an artists’ store established to support music and video artists by Brave which is one of the subsidiaries of Faith, Inc. (Faith; Nakagyo-ku, Kyoto; CEO and President, Hajime Hirasawa).

A new music distribution structure is to be created by the business partnership between MySpace, the largest Social Networking Service with over 200 million users in the world, and viBirth, the artists’ store which has the leading-edge marketing functions. The new distribution structure allows individual artists to distribute their works directly to users. This approach is one of the MySpace’s new strategy, “Shift from internet for streaming music to that for creation”.

Once artists register on “viBirth” and add the marketing functions on their profile page, their music can be distributed both to Japanese and global markets. The registration fee for “viBirth” is 3,150JPY per month (tax inclusive). The service is scheduled to launch in the end of July.

In this partnership, “viBirth” takes following roles and functions.

1. Distribution via MP3, and placing contracts with global music distribution sites over 20 countries such as “iTuneStore” and “Napster” for the music distribution to mobile terminals
2. Music encoding and registration for online distribution
3. Provision of exclusive music distribution widget^{*2} for MySpace
4. Billing to users and customer support

“MySpace” takes following roles and functions.

1. Promoting use of services to over 70,000 registered artists
2. Approve music distribution on registered artists’ profile page
3. Sales promotion to MySpace users and promotional support to international MySpace

This partnership is for the launch of Brave’s official music store on MySpace, but not for MySpace to expand into download business. MySpace is open widely, and allows artists to utilize various distribution platforms authorized by MySpace.

These services are mainly targeted to artists who are independent from record company, but available for other artists on indie or major labels.

Official and authorized partners are defined as follows;

Official partner: Partner with business partnership to jointly expand services

Authorized partner: Partners who meet MySpace’s requirement for security conditions, etc, to be qualified for commercial act on artists’ profile page

*¹ About SNS: Social Networking Service

*² About widget: general term for small and simple applications that allows the user to post on web pages to display various contents such as images, information, services.

About viBirth <http://www.vibirth.com/>

“viBirth” is the “Private Label” service for artists to manage and distribute their own works.

Following services are available on “viBirth”.

1. "SongBank" and "SongDistribution", to complete all the documentation works from contracts to copyright registration necessary to distribute music through "iTunesStore (iPhone) ", "Napster", and other music distribution sites for mobile terminals. Through these sites, artists can distribute their works to more than 20 countries.
2. "viBirthMegastore" selling about 400,000 CDs and DVDs distributed in Japan.
3. Two widgets, "webWidget", to facilitate online store function on artists’ blogs, and "SHOPWidget", to sell their favorite CDs and DVDs along with their own CDs.
4. "Union", to encourage artists to enter auditions and competitions organized by viBirth.

Other supports include production of CDs and ticket sales. viBirth provides comprehensive services to support artists' activities.

About Brave, Inc. <http://www.brave.bz/>

Brave was jointly established by Faith, Square Enix, a digital entertainment content provider, and Taito. The Company operates solution ASP and content distribution businesses, including the distribution of digital content and e-commerce of CDs and DVDs, by utilizing these three company's 10 million subscribers of music content. It also promote producing content and artists,

organizing fund raising for music and video productions, and planning and development of music applications and music communities.

About MySpace Japan <http://jp.myspace.com/>

MySpace is the Social Networking Service established in January 2004 in the US. Currently the number of registered users boasts over 200 million and is the world's largest Social Networking Service operated in 29 countries including Japan. The major content, "Profile Page", is freely customizable to be utilized for various expressions with music and video. More than 8 million artists and creators are proactively promoting on MySpace.

MySpace Japan was established in November 2006 and boasts 70 thousand registration of artists, which is the largest number as Japanese SNS. As a Japanese exclusive service, "MySpaceMobile" for mobile phone was launched in September 2007. On "MySpaceMobile", more than 12 thousand of video and music are available for free.

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

Faith is a pioneer of ring-tone business for mobile phones. Originally, the concept of "ring-tone" 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.

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