

July 31, 2008

To whom it may concern,

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**Notice on Our Subsidiary's Decision to Release the Product Tentatively Entitled "Personal Instruction DS: My Collection of Friends"**

We are pleased to announce that, on July 31, 2008, our subsidiary, GungHo Works Inc., decided to release the game software tentatively entitled "Jibun-no-Setsumeisho DS: My-Tomo-Atsume (Personal Instruction DS: My Collection of Friends)" for Nintendo DS™ this winter. The software has been developed based on the "B-gata Jibun-no-Setsumeisho (Personal Instruction Manual for People with Blood Type B)" series published by Bungeisha Co., Ltd.

In addition, the much talked about series entitled "B-gata Jibun-no-Setsumeisho" will finally be translated as a game. The series steadily gained in popularity since the publication of the first book of the series in September 2007. Mentioned in the blogs of a number of celebrities, the series has sold a total of more than 2,300,000 units (cumulative total for three works of the series as of July 31, 2008). GungHo Works Inc., a company experienced in the field, is pleased to offer this new game software—which can also be enjoyed as a communication tool—based on this popular series.

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