



Interactive Program Guide, Inc.

Press Release

December 1, 2008
Interactive Program Guide, Inc.

**"G-GUIDE MOBILE-Web" for SoftBank,
"G-GUIDE.TV IPG" Launched Today!**

Delivers program information to models that don't support applications.

Delivery to new SoftBank Mobile feature, "Widget," also launched.

Interactive Program Guide, Inc. ("IPG", Based in Chuo-ku, Tokyo, President: Keisuke Toji), **launched today, December 1, 2008, a TV program guide service for mobile phone internet, on the official "G-GUIDE.TV IPG" website accessible on SoftBank Mobile phones. Provision of the "G-GUIDE MOBILE Widget" application which supports SoftBank Mobile's new "Mobile Widget" service, was also launched** on October 30th, 2008.

The "G-GUIDE.TV IPG" service is provided free of charge to SoftBank Mobile users, and enables users to browse through eight days worth of terrestrial digital and BS digital program information. Genre and keywords search functions, as well as program recommendations are also available. The **"Remote Scheduling Service"**, which allows users to set recordings on their home DVD recorders from outside the home, is also scheduled to launch within the fiscal year.

The service can be accessed by SoftBank Mobile users from;
Yahoo!Mobile" -> "Menu List" -> "TV/Radio/Magazines" -> "G-GUIDE.TV IPG"

The "G-GUIDE MOBILE" application is also easily accessible, with one click of a link provided on the "G-GUIDE.TV EPG" web page. The "G-GUIDE MOBILE" service displays information after storing it within the application, and is not only much easier to operate, but can also be used as a remote control for TVs and DVDs. "G-GUIDE MOBILE" is also accessible during one-seg viewing, from pressing the "Y!" key for over three seconds.

The "G-GUIDE MOBILE WIDGET" is available on SoftBank models that support the new "Mobile Widget" service. Some models have the widget pre-installed, allowing users to access the widget more easily.

In addition, a campaign will be carried out to mark the launch of the new service, where users that respond to an online questionnaire can download one ringtone (provided by TV Guide Music), free of charge. (Campaign period: December 1 to January 21)

"G-GUIDE MOBILE" is a TV program guide application that can be accessed free of charge and is preinstalled in all 3G mobile phones of NTT DoCoMo, KDDI, and SoftBank Mobile. It is a service used by many, with the total number of registered users over all 3 carriers **achieving 30M** (of which 3.1M are SoftBank Mobile users) on November 23, 2008.



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IPG will work to support the expansion of TV-viewing, by creating new opportunities to access TV program information, in a rapidly changing TV-viewing environment. Specifically, IPG will aim to further improve user satisfaction in providing a more user-friendly TV program information service, based on **strengthened program search features, and enriched program introductions.**

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