



Interactive Program Guide, Inc.

Press Release

March 9, 2007
Interactive Program Guide, Inc.
D2 Communications Inc

**The number of registered users for NTT DoCoMo's G-GUIDE
Mobile iAppli[®] Alone Reaches 10M!**
Special Gift Campaign to Celebrate Reaching 10M Registered Users

As of March 8, 2007 the number of registered users for the iAppli[®] "G-GUIDE MOBILE" (Application name: "G-GUIDE Program Guide Remote Control") service provided for NTT DoCoMo phones by Interactive Program Guide, Inc. ("IPG," based in Chuo-ku, Tokyo, President: Keisuke Toji) and D2 Communications, Inc. ("D2C," based in Minato-ku, Tokyo, President: Akihisa Fujita) reached 10 million users.

"G-GUIDE MOBILE" is a service that provides program guide listings free or charge, and since its launch on December 1, 2004, has been available on all of NTT DoCoMo's 94 models as pre-installed applications or via download. This application is supported by three carriers, a NTT DoCoMo, au, and SoftBank. The total number of registered user over all three carriers is 13.75 million users (as of March 8, 2007)

Aside from TV program listings, "G-GUIDE MOBILE" also provides a program search function, TV/VCR/DVD remote control function, remote programming function, 1-SEG support, and a service called ".tv mail (dot tv mail)", which sends daily program information related to two keywords selected by the user, and the services and features offered are being enriched.

In celebration of the reach of 10 million registered users for the iAppli version of "G-GUIDE MOBILE", a campaign^{*3} is being launched where participants can gifts, such as Sony's Sugoroku HDD/DVD recorder supporting the "G-GUIDE MOBILE" remote access function. The campaign will be held from March 19, 2007 to March 25, 2007 on the iAppli "G-GUIDE MOBILE."

IPG and D2C IPG will continue to further expand and enhance the functions of the EPG service to provide still more user-friendly and convenient features.

*1: There will be a separate packet communication fee.

*2: The ".TV Mail" service is only provided by NTT DoCoMo.

*3: For details of the campaign, refer to the application page, or the campaign page from the iMode "Toku-suru" menu.

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