



Interactive Program Guide, Inc.

Press Release

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Interactive Program Guide, Inc.
Japan Mobile Communications, Inc.

The Number of Registered Softbank Mobile Users of Japan's Top Application "G-GUIDE MOBILE" Hits the One Million Mark

As of July 29, 2007, the number of registered users of the S!Appli® "G-GUIDE MOBILE" service provided for Softbank Mobile phones by Interactive Program Guide, Inc. ("IPG," based in Chuo-ku, Tokyo, President: Keisuke Toji) and Japan Mobile Communications Inc. ("J-MOBILE," based in Chuo-ku, Tokyo, President: Akihisa Takahashi) hit the one million mark.

"G-GUIDE MOBILE" for Softbank is a service that provides TV program guide listings free of charge, and is available on 28 models of Softbank's 3G models as pre-installed applications. The "G-GUIDE MOBILE" for Softbank service was launched on October 7, 2006, and the one million mark was achieved in less than 10 months.

The "G-GUIDE MOBILE" service is provided by three major carriers including NTT DoCoMo and au, and the total number of registered users for the three carriers is over 17.8 million users (as of July 31, 2007).

Aside from the TV program listings function, the "G-GUIDE MOBILE" service also provides a variety of other features such as a remote control function for TVs, videos, and DVDs, and a remote recording function.

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

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