



Press Release

April 4, 2008
Interactive Program Guide, Inc.
Yahoo Japan Corporation

**IPG and Yahoo! JAPAN Form Business Partnership for Yahoo! TV's
Program Information Service, and
Launch New "Yahoo! TV.G-GUIDE" Service Using SI Data**

Interactive Program Guide, Inc. ("IPG," based in Chuo-ku, Tokyo, President: Keisuke Toji), which provides the electronic program guide (EPG) service "G-GUIDE," and Yahoo Japan Corporation ("Yahoo! JAPAN", based in Minato-ku, Tokyo, President: Masahiro Inoue), have formed a business partnership, agreeing to jointly provide a TV program information service, "Yahoo!TV.G-GUIDE," based on official program information from broadcasters (SI).

As a result of this partnership, the "Syndicated G-GUIDE" service provided by IPG will be adopted by "Yahoo TV", the largest TV program guide service in Japan, with 9.7 million unique users monthly and a monthly page view figure of 188 million, and will be launched as a new service, "Yahoo!TV.G-GUIDE" <http://tv.yahoo.co.jp/>, jointly provided by IPG and "Yahoo!TV".

The "Yahoo! Mobile" TV program service will also be launched as "Yahoo!TV.G-GUIDE" tv.mobile.yahoo.co.jp.

The TV program guide feature launched today supports broadcasters' official program data (SI data) for terrestrial digital and BS digital broadcasts, allowing "Yahoo! TV.G-GUIDE," with the largest user base in Japan, to provide updated and accurate TV program data.

IPG and Yahoo! JAPAN plan to provide new TV program features in the future, in combining the TV program information and EPG services offered by IPG, and the various internet services of Yahoo! JAPAN, and utilizing the development capabilities of Yahoo! JAPAN.

With the coming transition to totally digital broadcasting in 2011, IPG and Yahoo! JAPAN aim to support new TV-viewing styles and viewer needs by improving the convenience of TV program data services, and creating an environment that offers viewers new opportunities for greater enjoyment of TV programs.

**"G-GUIDE," "G-GUIDE MOBILE," and any other "G-GUIDE" accompanying logos are registered trademarks of Gemstar-TV Guide International Inc.

**"Syndicated G-GUIDE" refers to the G-GUIDE service provided to internet businesses by Interactive Program Guide, Inc.

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