



Press Release

Interactive Program Guide, Inc.

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Interactive Program Guide, Inc.
D2 Communications, Inc.

D2C and IPG develop "G-GUIDE MOBILE" (EPG Service) for "Simple Phones"

~ Over 10,000 Registered Users ~

D2 Communications, Inc. ("D2C," based in Minato-ku, Tokyo, President: Akihisa Fujita) and Interactive Program Guide, Inc. ("IPG," based in Chuo-ku, Tokyo, President: Keisuke Toji) jointly **developed the iAppli® "G-GUIDE MOBILE" (Free EPG Service) for NTT DoCoMo's "Simple Phone Premium"**. In addition, the number of registered users since the release of the "Simple phone Premium" on April 14, 2008, has surpassed 10,000 users.

The TV EPG Service "G-GUIDE MOBILE," with over 26 million registered users (as of May 23, 2008) was customized for NTT DoCoMo's "Simple Phone" series, based on the concepts of the "Simple Phone", "Friendly," "Simple", "Easy-to-read," and "Reassuring."

With the shipment of the "Simple Phone" series reaching the 10 million mark this Spring, and there being many new feature developments, "G-GUIDE MOBILE" for the "Simple Phone," is also linked with the first one-seg feature to be installed in the "Simple Phone" series, and supports a comfortable and enriched TV viewing experience for a broad audience, regardless of age or gender.

D2C and IPG will continue to meet the wide range of TV-viewing needs, and prepare an environment that will provide users with an improved and more enjoyable TV-viewing experience, by developing more user-friendly and convenient services, and actively working to improve G-GUIDE MOBILE services.

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