

September 28<sup>th</sup>, 2006  
 Interactive Program Guide Inc.  
 Japan Mobile Communications Inc.

**“G-GUIDE MOBILE” Service Application  
 Pre-installed in Eight new 3G SoftBank Mobiles!**

Interactive Program Guide, Inc. (“IPG,” based in Chuo-ku, Tokyo, President: Keisuke Toji) and Japan Mobile Communications, Inc. (“J-MOBILE,” based in Chuo-ku, President: Takahashi Akihisa) will jointly launch the TV Program Guide Service (Application name: “G-GUIDE MOBILE”) on mobile phones for Vodafone, Inc. (SOFTBANK CORP. from October 1<sup>st</sup>) (“Vodafone”). This application is pre-installed in eight new 3G SoftBank mobiles released by Vodafone on September 28<sup>th</sup>(\*1).

The “G-GUIDE MOBILE” application is an electronic program guide service (EPG) for mobiles provided free of charge by IPG (\*2), and supports both analog and digital broadcasts. Users can access this service by simply completing an initial registration, and selecting a pre-installed application in Vodafone mobiles. In addition to the information displays shown in the images below, it is possible to easily check program details and start/end times, as well as search for programs using keywords such as genres and actor names.

The “G-GUIDE MOBILE” application can also be used as a remote control for TVs, VCRs, and DVRs, and also has installed a “Remote Scheduling Function,”(\*3) which allows setting recordings from your mobile phone on your home DVR while outside using network communication.

Apart from these, there are also two advertisement spaces at the bottom. When the cursor is placed on the images, pop ups giving ad details and the mobile site link are displayed.

**“G-GUIDE MOBILE” Screen Image**

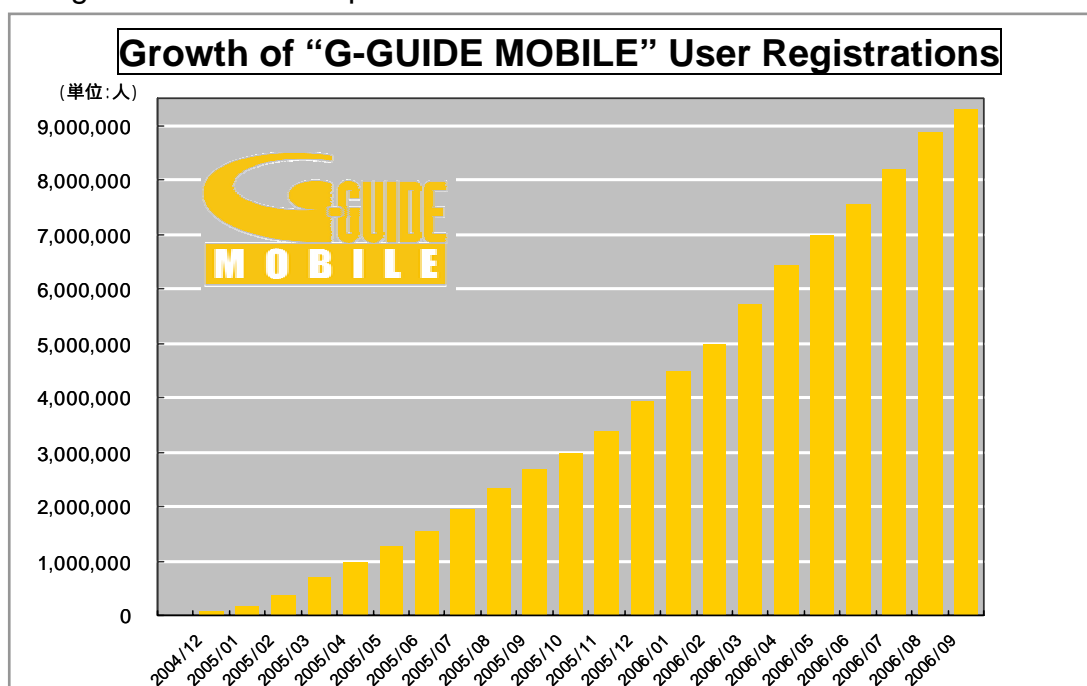


\*This application screen image is only for Vodafone mobiles

In addition, with the new RSS function “Live Monitor” which will be installed beginning with the Vodafone models, data content such as program recommendations will be provided. A function allowing the start-up of the “G-GUIDE Mobile” application from the data content page by clicking on a link will also be installed (limited models).

Now with the implementation of “G-GUIDE MOBILE” in Vodafone mobiles in addition to NTT DoCoMo and au mobiles, “G-GUIDE MOBILE” has become a pre-installed application supported by the top 3 mobile carriers.

The total number of registered users as of September 12<sup>th</sup> is 9.11 million, with 7.66 million DoCoMo users (Appli name: “G-GUIDE Program Guide Remote Appli”), and 1.44 million au users (Appli name: “EZ TV Program Guide”), and as an application has recorded the highest number of registered users in Japan.



This year, with the addition of the “G-GUIDE MOBILE” application in au phones since January, as well as the start of the “Remote Scheduling” Service in May, the total number of registered users has reached nine million (on September 6, 2006) in a course of just one year and nine months since the service was started in December, 2004. Now with the addition of Vodafone mobiles, continued growth of user registrations is expected.

\*1: SoftBank 810T, SoftBank 811T, SoftBank 910T, SoftBank 810SH, SoftBank 811SH, SoftBank 910SH, SoftBank 705SC, SoftBank 706SC

\*2: There will be a small packet communication fee for downloading the EPG.

\*3: At present (September 28<sup>th</sup>), three models of Sony’s Sugoroku recorders support the “Remote Scheduling Function,” and with an additional three models expected to be released on November 1<sup>st</sup>, there will be six models in total supporting the “Remote Scheduling Function.”

\* “Sugoroku” is a registered trademark of SONY.

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

\* All listed company, product, and service names are registered trademarks belonging to its respective company.