



interactive Program Guide, Inc.

Press Release

November 25, 2008  
Interactive Program Guide, Inc.  
D2 Communications, Inc.  
KDDI Corporation  
SoftBank Mobile, Corp.

**Number of Registered Users of Japan's EPG Service for  
Mobile Phones, "G-GUIDE MOBILE,"  
Reaches the 30 Million Mark!**

**On November 23, 2008, the total number of registered users for "G-GUIDE MOBILE,"** the TV program guide for mobile phones provided by Interactive Program Guide, Inc. ("IPG", based in Chuo-ku, Tokyo, President: Keisuke Toji), D2 Communications, Inc. ("D2C," based in Minato-ku, Tokyo, President: Akihisa Fujita), KDDI Corporation ("KDDI," based in Chiyoda-ku, Tokyo, President: Tadashi Onodera), and SoftBank Mobile ("SBM", based in Minato-ku, Tokyo, President: Masayoshi Son), **reached the 30 million mark**. The number of registered users reached the one million mark after about two years (October 30, 2006) following the launch of the "G-GUIDE MOBILE" service (December 1, 2004), then reached the two million mark one year later, and finally reached the three million mark another year later, making new records as the largest mobile phone application.

"G-GUIDE MOBILE" is installed in 3G mobile phones on three carriers, NTT DoCoMo, au, and SoftBank, and the service is jointly provided with D2 Communications, Inc. for NTT DoCoMo, KDDI Corporation for au, and Softbank Mobile, Corp. for SoftBank.

In addition to providing TV program guides, "G-GUIDE MOBILE" has expanded its service by implementing various new features that improve user convenience, such as various search functions, an infrared remote control function, One Seg linkage, a remote scheduling function that allows users to record programs on their DVD recorders at home from anywhere outside the home, and "popular keywords" that strengthens the search feature by allowing users to discover TV programs more easily.

IPG, D2C, KDDI, and SBM, will work to support the expansion of TV-viewing, by creating new opportunities to access TV program information, in a rapidly changing TV-viewing environment. Specifically, all parties will aim to further improve user satisfaction in providing a more user-friendly TV program information service, based on **strengthened program search features, and enriched program introductions**, in actively pursuing the provision of TV program information services for mobile phones, and providing still more user-friendly and convenient features.

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