

**NEWS RELEASE****FOR IMMEDIATE RELEASE****April 25, 2007**

## **Dentsu Announces Free Download of Internet Radio Player “*kikeru* Toolbar”**

Dentsu Inc. (President & CEO: Tateo Mataka; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that the “*kikeru* Toolbar” Internet radio player (see Note 1) would become available as a free download beginning on April 26, 2007. The “*kikeru* Toolbar” is an integrated Internet radio player that was jointly developed by Dentsu and Iwate Broadcast Co., Ltd. (President & CEO: Masaki Abe; Headquarters: Morioka City, Iwate Prefecture; Capital: 260 million yen; hereafter “IBC”).

Dentsu believes that the emergence of Internet radio has created new potential for the further development of the radio medium, and through collaboration with radio stations, hopes to attract new listeners, create new value for the medium, and eventually open the way to the development of new sources of revenue by promoting the use of the “*kikeru* Toolbar” software.

### **1. Present Status of Internet Radio and Overview of the “*kikeru* Toolbar”**

Internet radio presently covers a wide range of content from programs broadcast by Tokyo area radio stations, such as “Brandnew J” on J-WAVE, INC., “OTTAVA” on TBS RADIO & COMMUNICATIONS, Inc., “Suono Dolce” on the Nippon Broadcasting System, Inc., and “Radio NIKKEI’s Internet Radio Live Streaming” on NIKKEI RADIO BROADCASTING CORPORATION (see Note 2), to community FM programs and even programs broadcast by individuals.

At present, users typically must access the broadcaster’s website to listen to the programming; however, the new “*kikeru* Toolbar” software greatly simplifies the Internet radio experience by eliminating the need to directly access the broadcaster’s website, or to launch special software to replay content. By removing these steps and making it easier for users to access Internet radio content, Dentsu intends to promote the transformation of personal computers into “personalized radios” and create new business opportunities in the fields of radio and audio content.

### **2. Functions of the “*kikeru* Toolbar”**

The “*kikeru* Toolbar” is an Internet tool that uses a web browser to allow anyone to easily select and listen to Internet radio broadcasts. In addition, the “*kikeru* Toolbar” incorporates

an EPG (see Note 3) function that displays Internet radio station programming schedules. The user can select desired programming in advance, and the player will automatically switch to the appropriate channel at the appropriate time. In this way, each user can create his or her customized “original channel.”

### **3. Future Development**

In addition to its present select and play functions, future plans call for additional features to be added to the “*kikeru* Toolbar” to make it even more user-friendly, such as push-type information distribution about the program, the music and the artist, and a new service that would allow the user to search among multiple broadcasters to select and schedule program content in advance.

In addition, this toolbar will enable podcast replay functions, and will open the way to the development of new advertising models, such as push-type advertising based on user preferences, and others.

### **4. Download Website for “*kikeru* Toolbar”**

<http://www.kikeru.com>

Note 1: System requirements for the “*kikeru* Toolbar” are the Japanese version of Microsoft® Windows® 98/2000/Me/XP/Vista as well as appropriate browser software (Microsoft® Internet Explorer® 5.5 or later is recommended).

Note 2: “Brandnew J” (J-WAVE, INC)

A radio station with Internet-only programming that started broadcasting in October, 2006. Part of the programming features terrestrial analog broadcasts.

“OTTAVA” (TBS RADIO & COMMUNICATIONS, Inc.)

A contemporary classic station for digital and Internet radio. Features Japan’s first on-demand listening service that allows listeners to hear previous broadcasts, and also offers a podcast downloading service.

“Suono Dolce” (Nippon Broadcasting System, Inc.)

A digital radio station in Marunouchi, Tokyo, that broadcasts simultaneously over the Internet, and is the first to specialize in the love-song genre. Some programs developed based on the listeners’ choice of music, as well as video programs, are broadcast live every day.

“Radio NIKKEI’s Internet Radio Live Streaming” (NIKKEI RADIO BROADCASTING CORPORATION)

A station that offers shortwave and Internet broadcasting. The programs can also be accessed through NTT DoCoMo’s i-Mode. News, stock market information, investment information are broadcast daily from 6AM to 10PM.

Note 3: “EPG” stands for “Electronic Program Guide.”

**Profile of Iwate Broadcast Co., Ltd.**

Company Name: Iwate Broadcast Co., Ltd.

Location: 6-1, Shiyamachi, Morioka-shi, Iwate 020-8566

Contact: Yukihiro Oguchi

Senior Manager

Corporate Communications Division

Telephone: (813) 6216-8042

E-mail: yukihiro.oguchi@dentsu.co.jp

#####