

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 19, 2008**

Dentsu, Nippon Television Network and Yoshimoto Kogyo to Launch First Japanese Variety Show and Anime Web Video Service in the US

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu") announced today that Nippon Television Network Corporation (Representative Director and President: Shintaro Kubo; Head Office: Tokyo; hereinafter "NTV"), YOSHIMOTO KOGYO CO.,LTD. (President: Isao Yoshino; Head Office: Osaka; hereinafter "Yoshimoto Kogyo") and Dentsu have reached an agreement to jointly offer Japanese content in the US through the video streaming site Joost*.

This will be the first project for a Japanese commercial broadcasting station and content companies to provide Japanese variety shows through an international web video service in an overseas market. Content to be distributed will include variety shows such as *GAKI*, *Denpa Shōnen*, and *HITOSI MATUMOTO VISUALBUM* as well as animated programs such as *BUZZER BEATER*, with a total of six titles, 105 episodes and 35 hours of programming (see content list below).

Plans are for free streaming of variety shows containing commercials through a channel within the site named *Japanese Humor -OWARAI-*, which will be created to introduce humorous Japanese variety programs. Animated programs will be streamed individually on a separate channel. The site will stream original Japanese versions of the shows with English subtitles. The channels will be available starting December, and the programs will only be available on Joost in the US.

NTV and Yoshimoto Kogyo will be responsible for providing the content, and Dentsu will handle the sales of advertising time-slots including the commercials running during each program.

In the US, viewing of videos on web sites has risen dramatically in recent years. Through this web video service, which will mark the launch of humorous Japanese variety shows to the international market, we aim to cultivate Japanese humor into international content, and through this new viewing style, increase the number of fans of Japanese content including animated programs.

Content to be Distributed (tentative):

Variety shows

<NTV>

- *Nasubi, R-Mania* and *Funako* from *Susume! Denpa Shonen*
- *24-Hour Tag* and *Yamazaki vs. Moriman* from *GAKI*

<Yoshimoto Kogyo>

- *HITOSI MATUMOTO VISUALBUM*
- *EP FILMS*

Animated series

<NTV>

- *KAIJI*
- *BUZZER BEATER*

***Joost**

Founded by Janus Friis and Niklas Zennström, Joost brings video and social interaction together online. All of the video on Joost is professionally produced and streams on-demand to people around the world for free in a high-quality format. Today, Joost has more than 46,000 program elements, including more than 400 television series and 1,200 movie and short film titles.

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