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Dentsu Announces Start of Distribution of iButterfly Plus, a Social Game for Smartphones, in 86 Countries and Regions

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu"), Butterfly Corporation (President & CEO: Katsutoshi Kitamura; Headquarters: Tokyo; hereinafter "Butterfly") and D2 Communications (CEO: Takayuki Hoshuyama, Head Office: Tokyo; hereinafter "D2C") announced today that iButterfly Plus, a social game for smartphones, is now available in 86 countries and regions.

The iButterfly Plus social game incorporates four game elements—augmented reality (AR), motion sensors, location information and social gaming. The object of the game is to catch the butterflies seen through a smartphone's camera viewfinder by swinging the smartphone like a butterfly net, and then put them in a collection. The butterflies are air tags that are created using the AR and location information elements, and the smartphone's motion sensor function is used to capture them. iButterfly Plus also comes with a function that enables players to register other users met through the game as friends, and to disseminate information regarding captured butterflies on Facebook® and Twitter. In order to make the iButterfly Plus game even more enjoyable, players can purchase additional items on a pay-per-item basis. One such item is a flower seed, which the player sows and nurtures. When the flower opens, it will attract rare butterflies, giving the game a unique characteristic and story.

iButterfly Plus is an enhanced version of the iButterfly application for the iPhone platform that Dentsu launched in January 2010. The original iButterfly application received widespread media coverage, and attracted a lot of attention. It also won an Award for Excellence in the Marketing Category of the 9th Mobile Ad Awards in Japan.

The three companies also plan to develop iButterfly Plus into a platform for corporate and other advertising campaigns. D2C will also create and sell advertising space in the platform.

Respective Roles and Functions

Dentsu Inc.: Promotional and international development support services for iButterfly Plus that build on the knowledge and expertise acquired through the development and promotion of the original iButterfly application. Dentsu is the iButterfly license holder.

<http://www.dentsu.com>

Butterfly Corporation: Design, planning, development and operation of the iButterfly Plus game

<http://www.butterfly-corp.jp/>

D2 Communications: Development of the iButterfly Plus campaign platform; creation and sales of advertising space in the platform both within and outside Japan

<http://www.d2c.co.jp/en/>

Applicable countries and regions (in alphabetical order)

Argentina*, Armenia, Australia*, Austria*, Belgium*, Botswana, Bulgaria, Canada*, Chile, China, Colombia, Croatia, Czech Republic, Denmark*, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Finland*, France*, Germany*, Greece, Guatemala, Honduras, Hungary, India, Indonesia, Ireland*, Israel*, Italy*, Jamaica, Japan*, Jordan, Kazakhstan, Kenya, Kuwait, Latvia, Lebanon, Lithuania, Luxembourg, Macau, Macedonia, Madagascar, Malaysia, Mali, Mauritius, Mexico*, Netherlands*, New Zealand*, Nicaragua, Niger, Norway*, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal*, Republic of Malta, Republic of Moldova, Romania, Russia*, Saudi Arabia, Senegal, Singapore*, Slovakia, Slovenia, Sri Lanka, Spain*, Sweden*, Switzerland*, Taiwan*, Thailand, Tunisia, Turkey, Uganda, United Arab Emirates, United Kingdom*, United States*, Uruguay, Venezuela, Vietnam

iPhone version: Available in the above 84 countries and regions through the App Store

Android version: Available in 28 countries and regions through the Android Market

* Android Market countries and regions plus Brazil and the Republic of Korea

Butterfly collection screen**Butterfly capture screen****iButterfly Plus**

Product name:

iButterfly Plus

Start of service:

iPhone: May 27, 2011

Android: May 30, 2011

Usage charge:

Basic play: Free of charge

Pay-per-item system: Seeds to grow flowers that will attract rare butterflies can be purchased at around 99 cents per seed (but this will vary from country to country)

Compatible phone models:

iPhone: iPhone 3GS or iPhone 4; iOS 4.2 recommended

Android: Devices running Android 2.2 or later recommended

Application download:

iPhone: Access the App Store on an iPhone or through iTunes, search for iButterfly Plus, and then install it.

Android: Access the Android Market, search for iButterfly Plus, and then install it

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