

FOR IMMEDIATE RELEASE

July 1, 2011

Dentsu and Millmo Announce Full-scale Release of "ROTA2U" for Android (TM)

—Providing mobile device makers with "media2U," a music and video delivery application with support from several content providers—

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu") and Millmo Inc. (President: Toshiya Yokochi; Head Office: Tokyo; hereinafter "Millmo"), released today "ROTA2U," a content delivery platform for smartphones and tablets, and "media2U," a music and video delivery application.

"ROTA2U" is a content delivery platform based on "ROTA," the content delivery system developed by Millmo, and permission code-based "DRPC" by Dentsu, which is integrated with Microsoft's digital rights protection technology, PlayReady, and Microsoft's cloud application platform, Microsoft® Windows Azure (TM) Platform. As of July 1, "ROTA2U" is released for smartphones and tablets running on the Android (TM) OS, and by the end of the year, it will be compatible with several different OSes (Android (TM), Windows® Phone, iOS, Windows and Mac) and several different devices (smartphones, tablets, PCs and smartTVs), achieving the "multiple OS, multiple device and multiple use" approach objective.

From July 1, the "media2U" music/video delivery application will be compatible with "ROTA2U," through which several content providers (CPs) are launching their own services. The partner CPs include: oricon ME Inc., MEDIA DO Co., Ltd. and TOMO MUSIC, INC. for music content; and my THEATER, inc. and PRESENTCAST Inc. (under negotiation) for video content. Furthermore, by the end of the year, e-book, game and other content will be delivered.

Also from July 1, "ROTA2U" is preinstalled, as "ICONIA media2U," in the Android (TM) tablet "ICONIA TAB A500" (by Acer Japan). In addition, "SH media 2U," already preinstalled in DoCoMo's "AQUOS PHONE SH-12C" smartphone (made by Sharp), can be made compatible with "ROTA2U" through upgrades on July 11. What's more, "media2U" will be available for the Android (TM)-based devices to be released in Japan by several makers, including Panasonic Mobile Communications Co., Ltd., NEC

CASIO Mobile Communications, Ltd. and HTC Nippon Corporation, either preinstalled or via download from the Android Market (TM).

In addition, a trial project using "ROTA2U" for content distribution in several countries by the Ministry of Economy, Trade and Industry (METI) is scheduled at present. To deliver Japanese content overseas, it is necessary to get usage permission from content holders individually. Through this trial project, the two companies will endeavor to solve usage permission and contract difficulties, and engage in promotion activities to realize a "Global content distribution platform."

While making the most of opportunities, the platform is expected to expand services outside Japan starting from East Asia later this fall.

For better understanding among the users of "ROTA2U," the smartphones, tablets and other devices for which "ROTA2U" is offered, and the services provided by the CPs, Dentsu and Millmo launched today a "ROTA2U"-exclusive website (<http://r2u.jp>). Concerning the rollout of "ROTA2U," the two companies will continue joining forces to offer the platforms required for optimum content deliveries, as expected by many CPs and customers, enhancing the ongoing partnership and contributing to the development of a society that can enrich people's daily lives.

■ "media2U" partner CPs and service release schedule

- Released on July 11, 2011
my THEATER, inc. / "my THEATER" (video delivery centered on movies)
- Released on July 19, 2011
oricon ME Inc. / "ORICON MUSIC STORE" (music delivery)
MEDIA DO Co., Ltd. / "REGGAE ZION" (music delivery)
TOMO MUSIC, INC. / Melo Uta Cha Oh (ringtone melody delivery)
/ Karaoke Uta Cha Oh (karaoke delivery)
- To be released in August 2011
Naxos Japan, Inc. / Service name TBD (music delivery)
- Under negotiation
PRESENTCAST, Inc. / TV Dogatch (TV program delivery)

■ Devices for which "media2U" is provided (operation verified by Millmo Inc.)

◇ Smartphones

- Sharp Corporation
 - docomo SMARTPHONE AQUOS PHONE SH-12C (NTT DOCOMO, INC.)
 - docomo SMARTPHONE LYNX SH-03C (NTT DOCOMO, INC.)
 - AQUOS PHONE IS11SH (KDDI CORPORATION)
 - AQUOS PHONE IS12SH (KDDI CORPORATION)

- IS03 (KDDI CORPORATION)
- IS05 (KDDI CORPORATION)
- AQUOS PHONE SoftBank 006SH (SOFTBANK MOBILE Corp.)
- AQUOS PHONE THE HYBRID SoftBank 007SH (SOFTBANK MOBILE Corp.)
- GALAPAGOS SoftBank 005SH (SOFTBANK MOBILE Corp.)
- GALAPAGOS SoftBank 003SH (SOFTBANK MOBILE Corp.)

- Panasonic Mobile Communications Co., Ltd.
 - docomo SMARTPHONE P-07C (NTT DOCOMO, INC.)
 - * July-Aug 2011: "media2U" to be released

- NEC CASIO Mobile Communications, Ltd.
 - docomo SMARTPHONE MEDIAS WP N-06C (NTT DOCOMO, INC.)
 - * Aug 2011 onward: "media2U" to be released
 - docomo SMARTPHONE MEDIAS N-04C (NTT DOCOMO, INC.)
 - * Aug 2011 onward: "media2U" to be released
 - G'zOne IS11CA (KDDI CORPORATION)
 - * Aug 2011 onward: "media2U" to be released

- HTC Nippon Corporation
 - HTC EVO WiMAX ISW11HT (KDDI CORPORATION)
 - * Aug 2011 onward: "media2U" to be released
 - HTC Desire HD SoftBank 001HT (SOFTBANK MOBILE Corp.)
 - * Aug 2011 onward: "media2U" to be released
 - HTC Desire X06HT/X06HT II (SOFTBANK MOBILE Corp.)
 - * Aug 2011 onward: "media2U" to be released
 - HTC Aria S31HT (EMOBILE Ltd.)
 - * Aug 2011 onward: "media2U" to be released

◇Tablets

- Acer Japan Corp.
 - ICONIA TAB A500

About Dentsu Inc.

- (1) Corporate Name: Dentsu Inc. (<http://www.dentsu.com/>)
- (2) Representative: Tadashi Ishii, President & CEO
- (3) Head Office: 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo 105-7001, Japan
- (4) Establishment: July 1, 1901
- (5) Key Businesses: Provision of integrated communications solutions through the

company's unique "Integrated Communication Design" approach; management and business consulting services

While continuing to pursue innovation in the digital arena, Dentsu is active in the production and marketing of sports, movies, anime and other entertainment content on a global scale. The Dentsu Group has more than 6,000 clients and close to 20,000 employees worldwide.

About Millmo Inc.

- (1) Corporate Name: Millmo Inc. (<http://www.millmo.co.jp/>)
- (2) Representative: Toshiya Yokochi, President
- (3) Head Office: the SOHO 312, 2-7-4, Aomi, Koto-ku, Tokyo 135-0064, Japan
- (4) Establishment: September 14, 2007
- (5) Key Businesses: Music/video content service, mobile internet media service, system solution service, marketing service

Millmo is a "mobile entertainment company" that offers delivery platforms for rich content centered on music, video and e-book for next generation mobile phones including Android (TM), Windows Phone and other smartphones/tablets, and LTE-compatible devices.

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