

FOR IMMEDIATE RELEASE

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“DecoMarket for Android” Reaches a Million Downloads
—World premiere of emoji cloud service “;Dcloud” at the Mobile World Congress—

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen), D2 Communications (CEO: Takayuki Hoshuyama; Head Office: Tokyo) and Bijutsu Shuppan Networks Co., Ltd. (President: Kentaro Oshita; Head Office: Tokyo) announced today that their co-developed and co-operated “DecoMarket for Android” application has passed its one millionth download as of February 21, 2012. DecoMarket was first released in November 2010, and, with the rising penetration of smartphones, it has increasingly grown in both the number of downloads and revenue to become the de facto standard for smartphone *emoji* (see Note 1) services. There are already close to 50 content providers providing *emoji* to this platform. The three companies will focus further on growing the number of *emoji* available.

In an aim to enhance user experience, the three companies have also developed and released ;Dcloud (see Note 2) last December, a cloud platform that allows users to easily access more than 100,000 *emoji* instantly as though they were available locally on their devices. A software development kit is available for developers and content providers. Apps utilizing ;Dcloud will also be launched worldwide this spring.

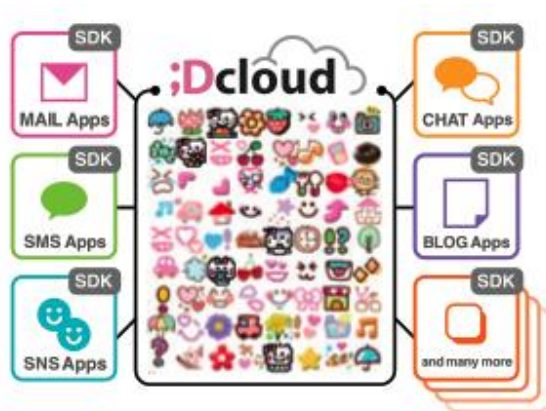
Furthermore, in an effort to expand ;Dcloud globally, the three companies will also be world premiering five compatible apps (see Note 3) alongside ;Dcloud at the Mobile World Congress (see Note 4) that will be held from February 27 to March 1 in Barcelona, Spain. Their goal is to expand the *emoji* culture worldwide and add fun to communication globally.

Note 1: *Emoji*

Emoji are emoticons and other animated characters, expressed using GIF, JPEG or other image files rather than the conventional character codes such as Unicode used to create emoticons.

Unlike emoticons, there are no code restrictions for *emoji*, which means that an infinite number of *emoji* can be created. Since the size of an *emoji* is not restricted to the size of one character, an *emoji* can span the length of one line, be an irregularly shaped picture or even a template for greeting cards and other messages.

Note 2: ;Dcloud



A platform that allows smartphone users to access more than 100,000 *emoji* that are stored on the cloud (trademark registration is pending).

Please visit <http://dcloud.jpn.com> for more information.

Note 3: ;Dcloud compatible apps

The three companies will be demonstrating the following five applications at the Mobile World Congress.



1. ;Decora (email application)

A new way to communicate through e-mail!

Add decorations and emoticons (*emoji*) to your e-mails!

Go beyond greeting cards and liven up your messages to friends with animations—whether the occasion is one of congratulations, or just saying hello!

Make your everyday life more colorful and fun with ;Decora!



2. DECOTALK (chat application)

Rich, relaxing, real-time communication for all!

DECOTALK is a chat app running on ;Dcloud.

Girl talk is better with a world of rich *emoji* and cute effects to deliver your thoughts and feelings to your friends in a new way!



3. ;Deco Message (SMS application)

Make your daily texting more fun and exciting!

Some things just can't be expressed in only words— deliver your feelings by adding *emoji* to your normal text messages!



4. ;Deco Book (miniblog application)

;Deco Book allows you to add *emoji* to your blog.

;Deco Book's intuitive interface makes it easy to decorate your blog with cute *emoji* and share it with the world!

In no time at all, blogging will be more fun and exciting!



5. ;Decotter (Twitter application)

Experience a whole new world of tweets!

;Decotter allows you to communicate with your followers in chat style.

Add style and fun with ;Dcloud *emoji*!

Note 4: Mobile World Congress 2012

The world's largest exhibition for the mobile industry to be held in Barcelona, Spain from February

27 to March 1

Please visit the exhibition and see ;Dcloud at Booth 7A-103 in Hall 7.

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