

FOR IMMEDIATE RELEASE

June 19, 2012

Dentsu Announces Launch of the “;Dcloud” Cloud Service for Users Worldwide

—Cloud-based SMS and email applications also launched—

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen), D2C Inc., (CEO: Takayuki Hoshuyama; Head Office: Tokyo) and Bijutsu Shuppan Networks Co., Ltd. (President: Kentaro Oshita; Head Office: Tokyo) announced today the release of three apps compatible with their co-developed world's first *emoji* cloud service ;Dcloud¹, which enhances the ease of use of *emoji*²-enabled services such as Deco-mail^{®3} for Android⁴ smartphone users.

The ;DcloudBaseApp application enables users to access the ;Dcloud service, and to download ;Dcloud apps such as the ;DecoMessage SMS (short message service) and ;Decora email service. All ;Dcloud applications can be used worldwide.

;Dcloud is a service that allows smartphone users to freely access and use tens of thousands of *emoji* stored in the cloud as though they were available locally on their own phones. Since users can directly access the ;Dcloud *emoji* from the smartphone's message creation screen, they no longer have to store a lot of *emoji* on their phones in advance. Furthermore, even if users change to a different smartphone model, all the cloud server *emoji* that they have used to date can easily be synchronized to the new phone.

¹ Pronounced “dee cloud,” ;Dcloud is a cloud service developed for the storage of *emoji* and related applications. Trademark registration is pending. A release targeting business partners was issued on December 15, 2011.

² *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.

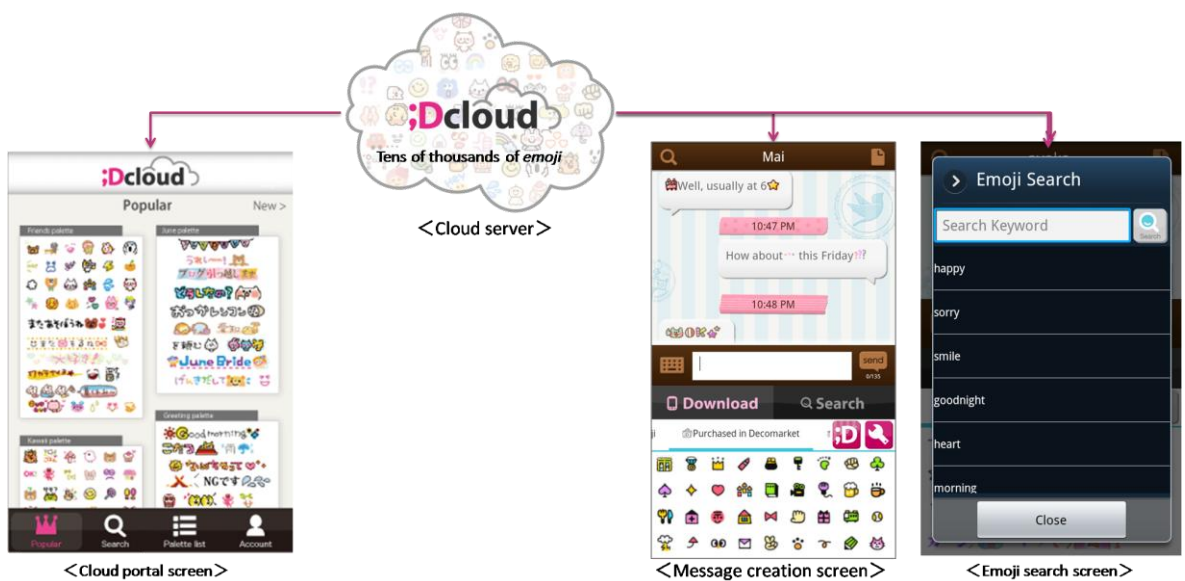
³ An email service that enables *emoji* to be embedded in or attached to emails sent on mobile phones and smartphones. NTT DOCOMO, INC. is the copyright holder.

⁴ Android is a trademark or registered trademark of Google Inc.

To make it easier to find the perfect *emoji*, meaning and other text information tags have been appended to each one, allowing the user to find *emoji* through a text search. An offline service is also provided for occasions such as when the cloud server cannot be accessed due to the user being outside the network range.

The three companies plan to develop an iOS version of the ;Dcloud service in the coming months, and will develop SNS, chat and blog applications for both the Android and iOS mobile operating systems. In addition, since the ;Dcloud software development kit is being provided free of charge to third party developers, various other applications are expected to be released soon.

;Dcloud smartphone screens



Outline of the ;Dcloud service

To access the ;Dcloud service and use the *emoji* stored on the cloud, users must first download the ;DcloudBaseApp application and then either or both of the ;Dcloud applications: ;DecoMessage and ;Decora. Services are currently provided in both English and Japanese, and other languages will be supported soon.

;DcloudBaseApp application



Price: The application can be downloaded free of charge. After it has been downloaded, the user will be asked to select one of the following three options:

- ✧ Free (free of charge; no registration required)
- ✧ Member (free of charge; membership registration required)
- ✧ Premium (paid; membership registration required)

As a special campaign offer, the Premium option will be provided free of charge from June 19 to July 31.

Supported OS: Android 2.2 or later

Download page URL:

<https://play.google.com/store/apps/details?id=com.jpn.dcloud.baseapp>

Website URL: <http://dcloud.jpn.com/?lang=en>

Facebook page: <http://www.facebook.com/dcloud.pf>

Twitter page: http://twitter.com/#!/dcloud_info

Main functions

(●: Function provided for all three options; ◆: Function provided for the Member and Premium options)

- 200 pre-installed *emoji* that can also be used offline.
- ◆ Package of up to 100 *emoji* that can also be used offline (hereinafter “palette”). Members can download 2 palettes from the palette portal site; Premium users can download up to 20 palettes.
- ◆ *Emoji* upload: *Emoji* already in use can be uploaded to and stored on the ;Dcloud service.
- ◆ Direct selection of *emoji* from the cloud server through the “keyword search” and “free word search” functions. For Members there is a limit to the number of searches, but Premium users have unlimited search.

;DecoMessage application



;DecoMessage is a ;Dcloud SMS application that enables the sending and receiving of messages that use *emoji*.

Price: Free of charge

Supported OS: Android 2.2 or later

Download page URL:

<https://play.google.com/store/apps/details?id=com.jpn.dcloud.decomessage>

Website URL: <http://dcloud.jpn.com/decomessage/?lang=en>

;Decora application



;Decora is a ;Dcloud email application that enables the sending and receiving of messages that use *emoji*.

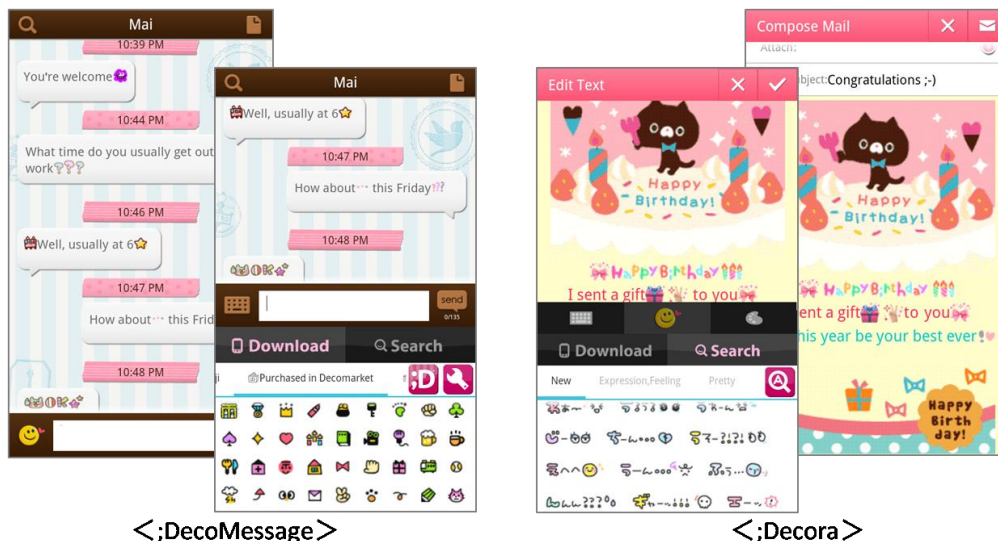
Price: Free of charge

Supported OS: Android 2.2 or later

Download page URL: <https://play.google.com/store/apps/details?id=com.jpn.dcloud.decora>

Website URL: <http://dcloud.jpn.com/decora/?lang=en>

;DecoMessage and ;Decora screens



<;DecoMessage>

<;Decora>

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