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July 2, 2012

**Dentsu Announces Launch of “;Decotter,”  
the First Twitter Client App Compatible with “;Dcloud”  
—;Dcloud and three compatible apps to be exhibited at Japan Expo 2012—**

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 their Twitter client app, ;Decotter, which is compatible with their co-developed world’s first *emoji* cloud service ;Dcloud<sup>1</sup>.

This is the second release following the June 19 announcement by the three companies regarding the launch of the ;Dcloud cloud service for users worldwide, together with the ;DecoMessage SMS (short message service) and ;Decora email service.

;Decotter is a Twitter app that allows users to send tweets combining text and *emoji*. Since it is compatible with ;Dcloud, users can directly access the ;Dcloud *emoji* from the smartphone’s message creation screen. In addition, users can change the font size and colors and see their decorated tweets within the ;Decotter app. (Users using Twitter clients other than ;Decotter will only see text).

To promote ;Dcloud and its compatible apps, the three companies will also be exhibiting at Japan Expo 2012 which will be held from July 5–8 in Paris, France.

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<sup>1</sup> The ;Dcloud platform <http://dcloud.jpn.com/?lang=en> allows smartphone users to access more than 100,000 *emoji* that are stored on the cloud.

**;Decotter application**



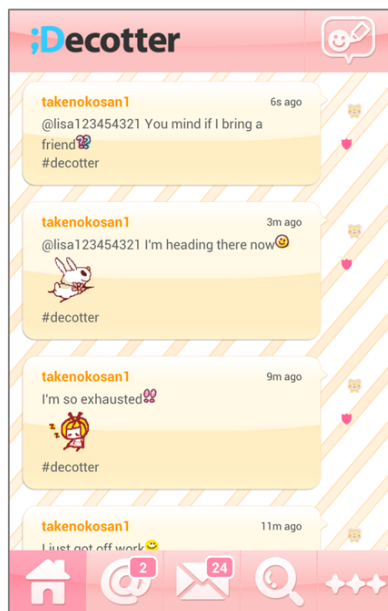
Price: Free of charge

Supported OS: Android 2.2 or later

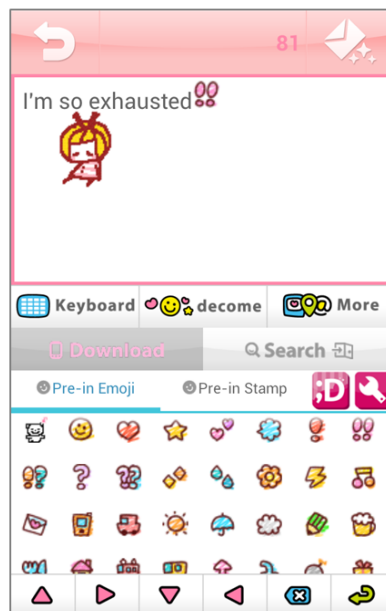
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- ;Dcloud is a pending trademark of Dentsu Inc.
- Twitter is a registered trademark of Twitter, Inc.
- Android is a registered trademark of Google Inc.

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