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Recruit, Dentsu and Blogwatcher Align with Qualcomm Labs' Context Awareness Gimbal Solution to Power Hyper-Local Experiences for Customers

— *Japan's Leading Companies Gain Access to Gimbal Solution for Japan Region* —

TOKYO AND SAN DIEGO — December 5, 2012 — Qualcomm Incorporated (NASDAQ: QCOM) today announced that its subsidiary, [Qualcomm Labs, Inc.](http://www.qualcomm.com), and Recruit Holdings Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President & CEO: Masumi Minegishi), Dentsu Inc.

(Headquarters: Minato-ku, Tokyo; President & CEO: Tadashi Ishii), and their joint venture, Blogwatcher (Headquarters: Minato-ku, Tokyo; President: Ken Asano), are collaborating to license the Gimbal™ context awareness solution, with exclusivity for certain geofence and interest profile capabilities for distributions solely in Japan.

This announcement with Recruit, Dentsu and Blogwatcher marks the first large-scale use of Qualcomm Labs' advanced context awareness technology. The Gimbal solution provides always-on, low-power tools for geofencing and interest triggers. Apps incorporating the Gimbal solution are able to offer end-users increasingly relevant, personal, timely and useful experiences, data and content based upon the end-user's location, activities and interests.

The Japan region is a leader in location based marketing and O2O (Online to Offline) marketing, as such, Dentsu is slated to leverage the Gimbal solution as part of the integrated marketing solutions that it provides to its clients. Recruit and Blogwatcher will offer the Gimbal technology to their app developing client base. Recruit, Dentsu and Blogwatcher are actively developing services targeted toward the advertisement segment.

Blogwatcher, a leader in managing and interpreting social media behavior, will power its commercial service wityou® mobile application with Qualcomm Labs' Gimbal technology; software that provides relevant information based on location and learned interests over time. By utilizing the Gimbal software, wityou acts as an agent application or an application that automatically selects and delivers information relevant and useful to the user's current surroundings.

Trials conducted by Blogwatcher in Japan found that end-users were three times more likely to click-through and respond to wityou notifications and offers as compared with non-contextualized and non-personalized offers. Click-through rates increased by more than 60% when commercial offers were delivered to end-users using geofences sized 100m or less around the establishments making the offer. Blogwatcher plans to start the trial service in China in January 2013.

“Regardless of device, culture or language, smartphone users are looking for compelling, tailored mobile experiences that can benefit them on a day-to-day basis,” said Peggy Johnson, executive vice president of Qualcomm Technologies, Inc. and president of Global Market Development at Qualcomm. “This successful first rollout in Japan – a country well recognized for its cutting-edge use of technology – demonstrates that the Gimbal solution can meaningfully impact the way app developers, businesses and brands reach end users.”

The Gimbal solution is available to all Android and iOS developers at www.gimbal.com.

About RECRUIT Group

We provide magazine, Internet service and event about Recruiting Service, Bridal & Wedding, Education, Automobile information, Housing & Real Estate Information, Travel & Hotel booking, Restaurant, Beauty Salon, School & Learning information. We continue to create a hint for "Meet your opportunity."

For more information please visit <http://www.recruit-rgf.com/>.

About Dentsu Inc.

Founded in 1901, Dentsu Inc. has held the position of the world's largest single-brand agency for almost 40 years. Through its unique “Integrated Communication Design” approach, Dentsu offers multinational clients the most comprehensive range of advertising and marketing services in the industry. 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 over 20,000 employees worldwide. Consolidated billings (net sales) for fiscal year 2011 were recorded at 1,893.0 billion yen. Dentsu is publicly quoted on the Tokyo Stock Exchange (Code 4324).

For more information please visit www.dentsu.com/index.html

About Blogwatcher Inc.

We have a lifelog analysis technology, which is based on text analysis technology and Blog analysis technology and we are providing a lifelog analysis solution. We provided the marketing solutions using advanced profiling technology and analysis technology to many major Japanese Client. For more information please visit <http://www.blogwatcher.co.jp/>

About Qualcomm Incorporated

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm’s licensing business, QTL, and the vast majority of its patent portfolio. Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm’s engineering, research and development functions, and substantially all of its products and services businesses, including its semiconductor business, QCT. For more than 25

years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's [website](#), [OnQ blog](#), [Twitter](#) and [Facebook](#) pages.

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