

February 9, 2005

K D D I C o r p o r a t i o n
O k i n a w a C e l l u l a r C o r p o r a t i o n
S Q U A R E E N I X C O . , L T D .

Launch of Game Portal Service “EZ Game Street!” for “au” mobile phones

KDDI Corporation and Okinawa Cellular Corporation in collaboration with SQUARE ENIX CO., LTD., announced the February 10, 2005 launch of “EZ Game Street!”, the first full-scale game portal service in the mobile field.

“EZ Game Street!” is an innovative service for au handsets that allows users to search for and download EZ Appli (“BREW®”) games through an easy-to-follow, graphic-based portal page.

“EZ Game Street!” features the ability to perform searches by title or genre across various game sites simultaneously, eliminating the need to visit the site of each content provider to find and download individual games. Also, in place of the simple text displays used for current search results, “EZ Game Street!” has introduced a new system that displays animated character icons to represent each game title, making the process of searching for games an entertaining activity by itself. Before making a purchase, users can find out more by selecting the appropriate icon to display a game information page accompanied by original game sounds.

With the launch of the service, over 350 games from 43 content providers will be available for character icon-represented searches. We expect to increase the number of game titles as the service continues.

Along with the cooperation of SQUARE ENIX CO., LTD., we have planned and developed a system that allows users to experience a new dimension of game content, and we will continue our collaborative effort to create new ways to enjoy games through “EZ Game Street!”

For more details, please see the attached sheet and references.

*BREW® and BREW® related trademarks are trademarks or registered trademarks of Qualcomm Corporation.

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<Attachment>

Game Portal Service “EZ Game Street!”

1. What is “EZ Game Street!”?

“EZ Game Street!” is the first service in the mobile field that allows users to perform a search for games by title or genre across various game sites simultaneously. The following 6 categories are available for game searches and downloads.

- “Title”: Search by game title
- “Genre”: Search by genre, e.g. RPG (role-playing game), shooting, etc.
- “Omakase” (“We select for you”): Random search
- “New Arrivals”: Search for new games
- “Maker”: Search by game manufacturer
- “Osusume” (“”): Introduces games recommended by KDDI

Over 350 games from 43 content providers are available, with search results displayed in the form of game character icons. Selecting an icon displays a text description accompanied by original game sounds and characters, allowing users to review a game’s content before performing a download.

2. Service Launch Date

February 10, 2005

3. Compliant Handsets

“CDMA 1X WIN” (W series) handsets that support EZ Appli (“BREW@”)

* W31SA and W31K have “EZ Game Street!” preinstalled. For existing W series devices, the user must download the application.

(The application can be downloaded on W21CA and W22H models at the time of the service launch. The service will gradually be extended to other existing devices.)

4. Fee

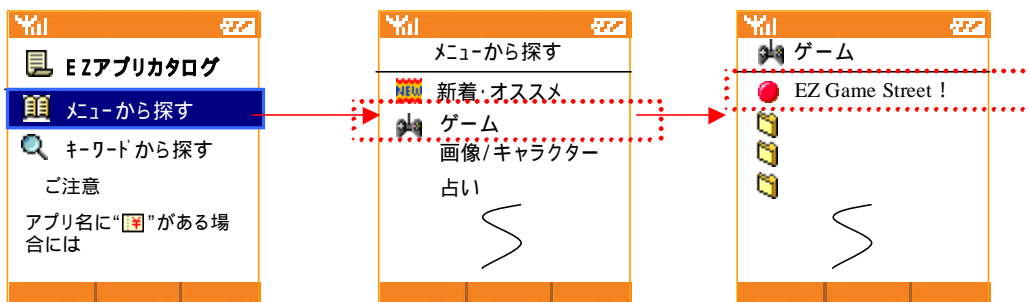
There is no fee for “EZ Game Street!”

* Normal packet communications charges apply. For subscribers of “Double Flat” rate, the packet transmission flat rate service, “Double Flat Rate” applies

5. How to use the service

*Please note that the English description below is for reference only and the actual text display differ.

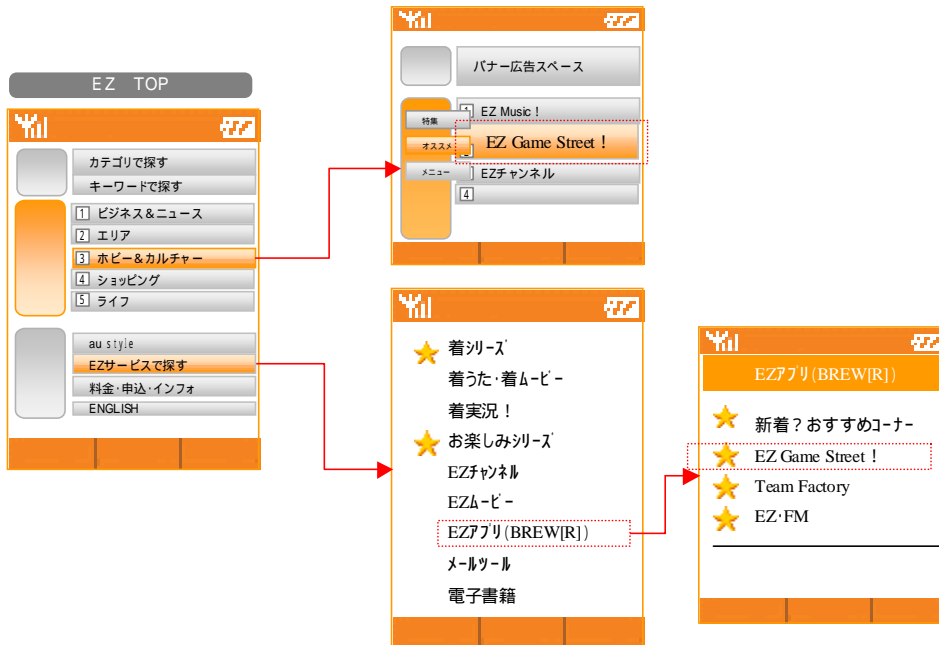
(1) Appli Key -> Go to “EZ Appli Catalog” -> Select “Search from Menu” -> Select “Games” -> Select “EZ Game Street!”



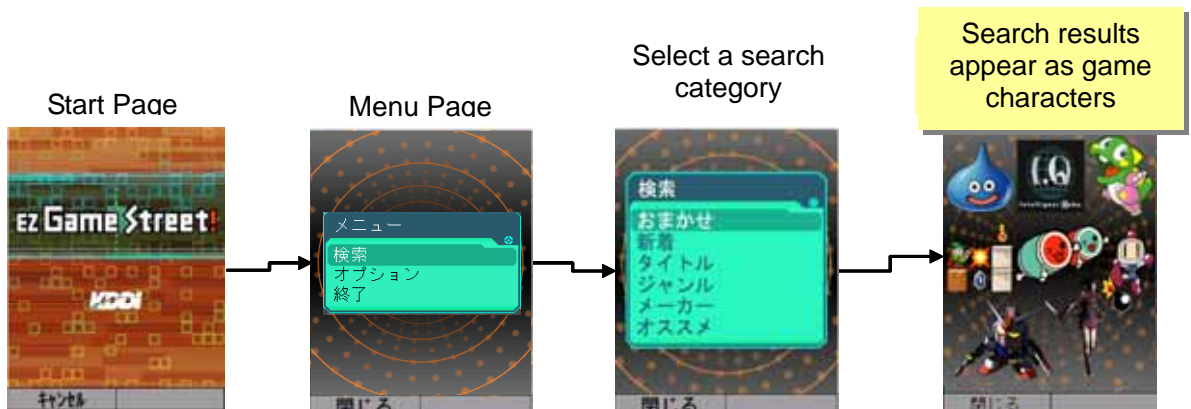
(2) Go to "EZ Top" -> Select "Hobbies and Culture" -> Select "Osusume" -> Select "EZ Game Street!"

or

Go to "EZ Top" -> Select "Search from EZ Services" -> Select "EZ Appli ("BREW®")" -> Select "EZ Game Street!"



6. Service example



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 (C) TAITO CORP. 2005
 (C) TECMO, LTD.
 (C) 2000, 2001, 2002, 2003 NAMCO LTD.
 (C) HUDSON SOFT
 (C) SOTSU AGENCY / SUNRIZE
 (C) 2004 FromSoftware, Inc.

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<Reference>

Content Provider List

The following is a list of content providers whose game icons will appear at the time of the service launch. (In order of the Japanese syllabary)

Art Scape Co, LTD, ATLUS Co., LTD, Imagineer Co., Ltd, Interactive Brains Co., LTD., WINLIGHT Corp., The Walt Disney Company (Japan), A.D.2000Limited, edia co.,Ltd., MTI Ltd., CAPCOM CO., LTD., KYOCERA COMMUNICATION SYSTEMS Co., Ltd., X-nauts Co., Ltd., Quatro Media Corporation, CAVE CO., LTD., Gamepot Inc., Genki Mobile Co., Ltd., KODANSHA Ltd., KOEI Co., Ltd., Kotobuki Solution Co., Ltd., Konami Online Inc., CYBIRD Co., Ltd., Sammy Networks Co., Ltd., G-mode Co., Ltd., GignoSystem Japan Inc., SWING Corporation., SQUARE ENIX CO., LTD., Sony Computer Entertainment Inc., TAITO CORPORATION, TAKARA Mobile Entertainment CO., LTD., tasuke CO.LTD., Tecmo Inc., TOMEN Telecom Coporation, NAMCO LIMITED, NAMCO TRADING LTD., Nihon Enterprise Co., Ltd., NEC Corporation, HUDSON SOFT CO., LTD., BANDAI NETWORKS CO.,LTD., BTD STUDIO Co.,Ltd, From Software,Inc., VOLTAGE Inc., MEDIA SOCKET Inc., mobcast inc.

* We will increase the number of content providers as the service continues.

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