

NEWS RELEASE

September 25, 2006
GignoSystem Japan, Inc.
President & CEO: Keiko Iida
(Stock code: 4300, OSE Hercules)

GignoSystem Japan
Grand reopening of an official
“FOX JAPAN Mobile” site presented by
three FOX groups on October 2nd.
~ Trustee agreement on development, operation,
creation, and management ~

GignoSystem Japan Inc. (HQ: Chiyoda Ward, Tokyo, President and CEO: Keiko Iida) accepted development, operation, creation, and management of an official mobile site, “**FOX JAPAN Mobile**”, provided by three FOX groups (20th Century-Fox Film Corporation, 20th Century-Fox Home Entertainment Japan, and News Broadcasting Japan). We will reopen the site on Monday, October 2nd, 2006.

Based on the technical know-how we have acquired, we will play a role in projecting effective marketing plans integrating mobile technology and the web.

In order to maximize synergy effectiveness as a TFM group, we will dispatch a staff member to 20th Century-Fox Film Corporation and consult their mobile and web marketing.

“**FOX JAPAN Mobile**” will fully remodel the existing site with a theme of “reinforcement of information” and “easy-to-view”. It will turn over a new leaf into a more attention grabbing Fox fan site with a lineup of contents that will surely satisfy movie and TV series fans.

The site will feature the latest movies, DVDs, and TV programs. It will also distribute a wide range of contents; mini games such as a quiz coupled with movies and programs, special events, standby displays, movies, and ring tone voices. It will carry out a give-away campaign using merchandising goods.

Regarding creation of a mobile site, we will accelerate seamless information provision between WEB and mobile in coordination with Digital Plus Corporation (HQ: Chuo Ward, Tokyo, CEO: Naofumi Komai), which has trustee agreement to operate comprehensively WEB sites of three Fox groups.



“FOX JAPAN Mobile”
TOP Page (Image)

(c) Twentieth Century Fox Film Corporation.
(c)GignoSystem Japan, Inc.

<Service Contents (Images)>



< 20th CENTURY FOX
HOME ENTERTAINMENT
TOP Page >
(c) 2006 Twentieth
Century FOX Home
Entertainment
(c)GignoSystem Japan,Inc.



< FOX CHANNEL TOP Page >
(c) 2003-2004 Twentieth
Century Fox Film
Corporation.
(c)GignoSystem Japan,Inc.



< NATIONAL GEOGRAPHIC CHANNEL
TOP Page >
(c) NGC
(c)GignoSystem Japan,Inc.



< FOX CRIME TOP Page >
(c) 2006 CBS Studios, Inc.
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< The Detail of “ FOX JAPAN Mobile” >

URL : <http://20fox.jp/>

Main Menu : Latest movie information, foreign TV drama information including “24”, sales and campaign information of DVDs, listing of satellite and cable programs, standby displays, ring tone voices, movies, and Flash (R)

Compatible terminal : Color Liquid Crystal terminal (There an non-corresponded by a content. Please confirm it in the site.)

Access :

- (i-mode) iMenu Menu List Music/Movie/Artist Information of movies
FOX JAPAN Mobile
- (EZweb) EZ TOP Menu Search by Category Entertainment Movie
FOX JAPAN Mobile
- (Softbank) Yahoo!Keitai Menu List Entertainment/Movie/Music
Movie/Drama FOX JAPAN Mobile

Cost : Free

(About GignoSystem Japan)

GignoSystem was founded in 1996 as a company engaged in the development of internet-based systems. The Company now offers a range of paid information services for use with NTT DoCoMo, KDDI and Vodafone mobile phones. The Company has also extended activities overseas, offering paid services for mobile phones used in 12 countries and 9 languages. Apart from paid information services, GignoSystem is also actively engaged in other businesses areas such as e-commerce. In October 2004, GignoSystem formed a capital alliance with TOKYO FM, a key broadcaster on the FM network with 38 stations across the country, and aims to create new business out of the fusion of broadcasting and communications.

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* QR code (R) is a registered trademark of Denso Wave Incorporated.

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