

NEWS RELEASE

June 11, 2007
GignoSystem Japan, Inc.
President & CEO: Keiko Iida
(Stock code: 4300, OSE Hercules)

United World Music Co., Ltd.

Unilever “Dove Aqua Campaign Site” launched for limited time from June 11th!

- Commissioned to produce and operate “Dove Aqua Campaign Site” -

United World Music Co., Ltd. (headquartered in Chiyoda Ward, Tokyo, President & CEO Hidenori Ishikiriyama), a group company of GignoSystem Japan, Inc. (headquartered in Chiyoda Ward, Tokyo, President & CEO Keiko Iida), is commissioned by eLife Inc. to produce and operate **Unilever “Dove Aqua Campaign Site”** and launches the site for a limited time only from Monday, June 11, 2007.



[Campaign period: Monday, June 11, 2007 – Saturday, August 31, 2007]

“**Dove Aqua Campaign Site**” has a section introducing “Dove Aqua Moisture Series” products and provides an application form for the original juice recipe contest to win presents.

Additionally, contents such as Flash(R) wallpaper and Flash(R) games, based on the image of “Dove Aqua Moisture”, as well as ChakuUta(R) songs and ringtones of “Dove Aqua Moisture”-only jingles, can be downloaded for free from this site during the campaign period!

United World Music Co., Ltd. will continue to enhance the partnerships in marketing campaigns with businesses focusing on the distribution of jingle-based contents for cell phones.

< **Detail of “Dove Aqua Campaign Site”** >

URL: <http://aqua2007.jp/>

Cost: Free

Main Menu: Section introducing products, Chaku-Uta(R), Ring Tone,
Flash(R) wallpaper, Flash(R) games, application form

Compatible Phones (Depends on the game): Compatible mobile phones of i-mode,
EZweb, Yahoo!Keitai



Access the site top page from QR code as shown on the left side.

(About United World Music)

United World Music Co., Ltd. is a music company to plan, produce and operate “ringtones” and “ChakuUta(R)” primarily of jingles. Not only the content production, the company is associated with proposition and provision of the mobile phone content distribution infrastructure for jingles. United World Music also plays a role in managing music rights obtained by Gigno group companies.

(About GignoSystem Japan)

Founded in 1996, GignoSystem Japan Inc. is engaged in the planning, development and operation of mobile solutions for businesses as well as providing content services to the users of the mobile phones from NTT DoCoMo, KDDI and SoftbankMobile.

In October 2004, GignoSystem Japan formed a capital alliance with TOKYO FM Broadcasting Co., Ltd. and in 2005 and 2006 made THIRTIETH CO., LTD., a video and music production agency, NEXUS FILMS INC. and Onion, Inc. GignoSystem group companies. GignoSystem Japan is now building a new business field combining broadcasting, communications and production including digital radio and one-segment broadcasting.

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- * “Chaku-Uta Full(R)” is the trademark or registered trademark of Sony Music Entertainment Inc.
- * Logos of “Flash (R)” and “Flash(R) LiteTM” are trademarks or registered trademarks of Adobe Systems Incorporated in the USA and in other countries.
- *QR code (R) is a registered trademark of Denso Wave Incorporated.
- * i-mode and i-mode (in Japanese) are registered trademarks of NTT DoCoMo, Inc.
- * “au”, “EZweb” is the trademark or registered trademark of KDDI Corporation.
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~ Contact point for inquiries on this news release ~
GignoSystem Japan, Inc.
Corporate Planning Dept. Saito
TEL : +81-3-5210-5670
E-Mail : press@gsj.bz