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NewsRelease

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Fujisoft Incorporated
YAPPA Corporation

Fujisoft and YAPPA Establish Extensive Partnership for Digital Device User Interfaces

Fujisoft Incorporated (Headquarters: Yokohama-shi, Kanagawa, CEO: Haruhisa, Shiraishi; hereinafter “Fujisoft”), and YAPPA Corporation (Headquarters: Chiyoda-ku, Tokyo, CEO: Masahiro Ito; hereinafter “YAPPA”) today announced an extensive partnership for the sales and development of user interfaces for digital devices.

Under the partnership, Fujisoft will develop software necessary for the implementation and integration of YAPPA's 2D/3D user interface solutions targeting digital devices. YAPPA's advanced technology and experience in user interface design will allow Fujisoft to address the needs of various digital device manufacturers. Furthermore, the partnership will allow YAPPA to focus on designing 2D/3D user interfaces that improve usability. Both companies will collaborate to enhance sales in various markets by leveraging each company's sales channels. In addition, Fujisoft will proceed in expanding sales overseas to meet the needs of customers outside of Japan.

From a consumer perspective, the user interface on digital products, especially when it comes to mobile phones is an extremely important factor when deciding a purchase. YAPPA continues to develop new and intuitive user interfaces for a market that demands ever more visually pleasing designs while maintaining the ease-of-use for devices,

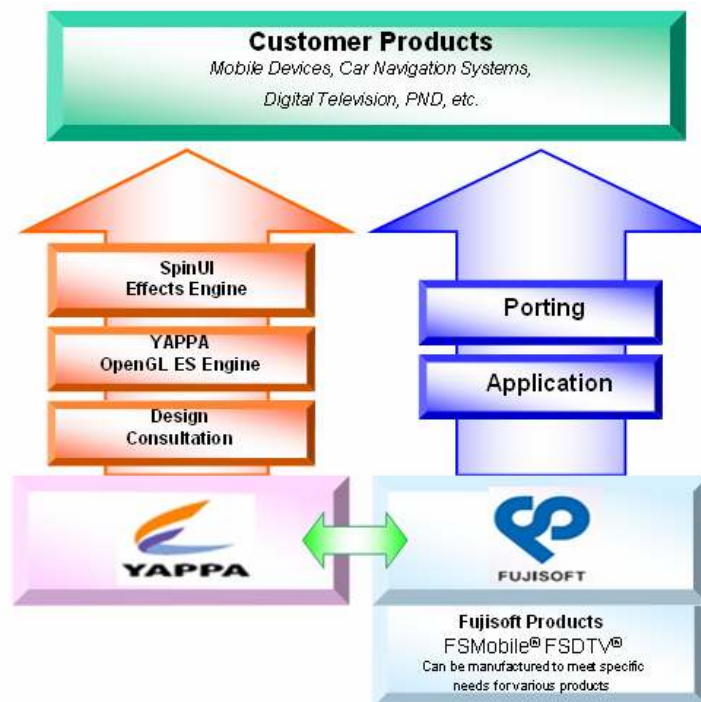
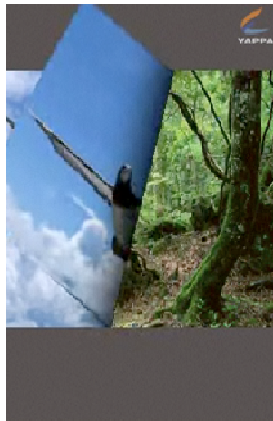
<YAPPA Products – Overview >

SpinUI Effects Engine

YAPPA's SpinUI is an engine developed for multi-platforms that enables the use of innovative and expressive effects. The engine supports many different types of effects and animations to produce intuitive and attractive menus, accompanied by seamless image transitions. SpinUI is designed to help developers effortlessly integrate 2D/3D effects without prior graphical knowledge.

YAPPA OpenGL ES Engine

YAPPA has implemented the Open GLES 1.1 Standard as a complete software solution. The engine is conformant with the Khronos standard and is ready for use with Games, GPS Mapping, and with any other standard application. The beauty of the engine is its performance, and its ability to run full fledged 3D graphics on devices on multiple platforms and with no hardware acceleration.



*PND – Personal Navigation Device

Company Overview: Fujisoft Incorporated

Name	FUJISOFT INCORPORATED
Head Office	1-1 Sakuragicho, Naka-Ku, Yokohama-Shi, Kanagawa 231-8008, Japan
Established	May 15, 1970
Capital	26,200.28 million yen (as of March, 2008)
Employees	5,680 (As of March, 2008)
CEO	Haruhisa Shiraishi
Business Description	Software Development (Embedded Software, Business Systems), Outsourcing Business, Solution Service
Homepage	http://www.fsi.co.jp/

Company Overview: YAPPA Corporation

Name	YAPPA Corporation
Head Office	Marunouchi Building 32F, 2-4-1 Marunouchi, Chiyoda-Ku, Tokyo 100-6332
Established	Dec. 22, 2000
Capital	829 Million Yen
CEO	Masahiro Ito
Business Description	User interface design and development (design consultation) for mobile devices, home electronics, and web-based products. Research and development for 3D real-time rendering technology.
Homepage	http://www.yappa.co.jp/

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