



PRESS RELEASE

July 24, 2008
Fujiyama Co., Ltd.

Fujiyama, a multilingual subtitle provider is now in capital and business alliance with NAMCO BANDAI Holdings Inc.

The collaboration in overseas distribution operations of the Bandai Channel has been agreed upon.

URL: <http://www.fujiyama1.com/>

On June 24, 2008, Fujiyama Co., Ltd. (Minato-ku, Tokyo; Junko Yoshii, CEO, hereinafter called “Fujiyama”) completed the third-party allocation of new shares which were subscribed by NAMCO BANDAI Holdings Inc. (Minato-ku, Tokyo; Takeo Takasu, Representative Director, hereinafter called “NAMCO BANDAI Holdings”), Mitsubishi UFJ Capital Co., Ltd. among others.

This third-party allocation of shares capitalized Fujiyama at 95 million yen, in which NAMCO BANDAI Holdings holds 11.8% thereof.

NAMCO BANDAI Holdings, through its subordinate companies, operates in the visual and music content industry in both domestic and overseas markets, such as the planning and producing of visual content, development and sales of visual package software and music software, and the on-demand distribution of contents.

This capital and business alliance enables the contribution of Fujiyama’s multilingual subtitle distribution technology to the overseas multilingual on-demand distribution service operations of BANDAI CHANNEL (Satoru Matsumoto, President), a BANDAI NAMCO Group company, whose business is the on-demand distribution of anime (among others) contents; this is in aspiration to establish the infrastructure for the

global distribution of Japanese anime contents.

The multilingual subtitle distribution system (2SDS: Secondary data Synchronous Distribution System) which Fujiyama provides enabled the unified control of network accorded subtitle production and the subtitle distribution to PCs, mobile phones, IPTVs, and in-store screen displays.

Through the utilization of 2SDS, not only is a global network of subtitle translators established, but the scouting and training of new translators (including anime fans) can be implemented as well. At the same time, supporting tools for translation e.g., dictionary functions will be provided. These features will enable establishment of a new low-cost, high-quality infrastructure of multilingual subtitle production.

Furthermore, the unified control of produced multilingual subtitles will make it possible for content holders to maintain quality control of subtitles in each language; whether it is packaged media (e.g., Blu-ray disc, DVD), internet distributions, or internet deliveries. It also makes possible the accumulation of marketing data for each language.

Fujiyama will continue to provide foundations for the multilingualism of various contents; including entertainment, corporate IR and PR, news, and e-learning contents.

About alliance partners

Company name: NAMCO BANDAI Holdings Inc.

Security code: 7832 TSE 1st section

URL: <http://www.bandainamco.co.jp/>

President: Takeo Takasu

Address: 2-16-2 Konan, Minato-ku, Tokyo

Phone: 03-5783-5500

Business fields: Toys and Hobby, Amusement Facilities, Game Contents, Network, Visual and Music Contents.

A holding company of subordinate companies of the entertainment industry operating in both domestic and overseas markets.

Company name: BANDAI CHANNEL Co., Ltd.

URL: <http://www.b-ch.com/>

President: Satoru Matsumoto

Address: 5-10-1 Minami Aoyama, Minato-ku, Tokyo

Phone: 03-5468-6211

A NAMCO BANDAI Holdings group company operating in the on-demand distribution of 600 titles and 8700 stories, mainly of anime and special-effects contents.

About Fujiyama Co., Ltd. (<http://www.fujiyama1.com/>)

Company name: Fujiyama Co., Ltd.

DBA: Fujiyama

President & CEO: Junko Yoshii

Address: Renai Partire Shiodome #701

2-18-3 Higashi-Shinbashi, Minato-ku, Tokyo

Phone: 03-5733-5472

E-mail: info@fujiyama1.com

By the synchronized distribution of secondary information(multilingual sound and subtitles) to a single motion picture, the multilingual subtitle distribution system (2SDS: Secondary data Synchronous Distribution System) which Fujiyama offers enables the unified control of subtitle and motion picture distribution to PCs, mobile phones, IPTVs, and in-store screen displays.

Unlike traditional subtitle production, 2SDS does not require the inserting of subtitles to motion pictures; this enabled reduced production time and prompt distribution. In addition, corrections can be made immediately, should any become necessary during distribution.

Fujiyama holds the patent in U.S.A, Korea, China, and India for the synchronous distribution of secondary data from a different server than that of the motion picture. (International patent application number: PCT/JP01/008190)

For further detail, please refer to <http://www.fujiyama1.com/>

We are looking for business partners in overseas, especially in India, China and the United States to cooperate on sales of our unique secondary data (i.e., multilingual subtitles, voiceover and sign language images) synchronous distribution system on the Internet.

Our business model patent can be found here:

<http://www.wipo.int/pctdb/en/>

Please enter WO/2002/037841 in Publication No. to find it.

For any questions regarding this press release, please contact:

Fujiyama Co., Ltd.

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