

# Press Release

April 25, 2012

CYBIRD Co., Ltd.

## Cybird acquires 54.55% stake in BottleCube

CYBIRD Co., Ltd. ("CYBIRD"), the mobile operating company of CYBIRD Group, announced the acquisition of a 54.55% stake in BottleCube inc. ("BottleCube"), a subsidiary of IMJ Corporation ("IMJ") with a strong track record of developing mobile services and social games for smartphones.

### **Strategic Rationale**

CYBIRD management is strategically focusing on smartphone and social game service areas in its mid-term business plan. In order to further enhance its resources on these strategic areas, CYBIRD has reached an agreement to acquire the stake in BottleCube that IMJ mobile Inc., a subsidiary of IMJ, currently holds.

BottleCube has a strong track record of releasing hit social and smartphone services including "PUFF!", a huge hit application in AppStore in 2009, and has strength in planning, development and operations of web application services for smartphone and social games.

In the growing smartphone service and social game markets, CYBIRD will continue to strengthen its original and creative mobile services leveraging BottleCube's know-how of smartphone and social games in addition to CYBIRD's existing track record and experience in mobile services.

### **Overview of BottleCube inc.**

(1)	Company Name	BottleCube inc.		
(2)	Address	Meguro-ku, Tokyo, Japan		
(3)	CEO	Tatsuya Kawaguchi		
(4)	Business	Planning and development of digital entertainment contents		
(5)	Stock Capitalization	JPY 22 million (March 2011)		
(6)	Foundation	September 10, 2001		
(7)	Major Shareholder (As of March 2012)	IMJ mobile Inc. (54.55%)		
(8)	Summary Financials			
	(JPY in millions)	FY3/2009	FY3/2010	FY3/2011
	Total assets	91	116	102
	Revenue	244	263	351
	Operating profits	7	4	7
	Net income	5	1	5