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ZAPPALLAS

For immediate release:

Name of company:	ZAPPALLAS, INC.
Stock code:	3770
Stock exchange listing:	Tokyo Stock Exchange, First Section
Headquarters:	Ebisu Business Tower 7F, 1-19-19, Ebisu, Shibuya-ku, Tokyo

**Entry into the social games field
- regarding supply of social games targeting the women in twenties -**

From around April 2010, ZAPPALLAS, INC. (head office: Shibuya-ku, Tokyo; president, chief executive officer: Masanori Sugiyama; hereafter ‘Zappallas’) will make a full-scale entry into the social games field.

Zappallas is already supplying social applications, such as “Miku Miku Aisho Uranai” to the mobile version of “mixi Apps,” an SNS that is operated by mixi Inc., as well as supplying “Kyukyoku no Uranai Moba DX” and “Moba Moba Aisho Uranai” to “Moba-ge Open Platform,” which is supplied by DeNA Co., Ltd.

In open platform, which is spreading rapidly, as a public mobile contents provider aiming at positive supply of contents, ZAPPALLAS plans to utilize the know-how that it has developed in targeting fortune-telling, decome, standby and shopping commerce contents at the women in twenties to supply social games with high gaming quality that are suited to “mixi” and “Moba-ge” users, from around April onward.

For enquiries concerning this document, please contact us at the following address.

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