



FOR NEWS RELEASE
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KDDI Mobile Unleashes 30,000 Download Content

From ringtones to wallpapers, games to applications, KDDI Mobile customers will now have access to a much broader range of exciting mobile contents.

NEW YORK, NY February 2, 2009 – KDDI Mobile, a MVNO service provided by KDDI America, Inc., a subsidiary of Japan's second largest KDDI Inc., has signed an agreement with Sprint, its network provider, which will enable KDDI Mobile customers to purchase a powerful line-up of mobile contents provided through Sprint. From ringtones to wallpapers, games to applications, KDDI Mobile customers can now purchase and play more than 30,000 downloadable contents under this new agreement. The beta use of this service will begin on February 2, 2009, and its official launch the following month. This service will be available to KDDI Mobile customers subscribing to a Mobile WEB plan. KDDI Mobile customers will access the content store through their phones.

Contents subject to this distribution come from major players such as *Namco®*, *Capcom®*, *Konami®* and *EA Mobile®* as well as from numerous small, innovative and cutting-edge content providers. Best-selling arcade games such as *Tetris®*, *PAC-MAN®* and *Street Fighter® II*, as well as wallpapers from the latest movies, cartoons and TV series will be available as part of this package. Customers will also have access to a constantly updated extensive ringtone library which contains the latest hits, rock, R&B, electro, jazz and much more.

KDDI Mobile has extended its relationship with Sprint from mere voice and data network delivery to content reselling and distribution. Our partnership with Sprint guarantees an ever-growing and attractive download selection for KDDI Mobile customers. KDDI Mobile will also continue to expand its range of original contents –in tandem with Japanese content providers– to bring a unique mix to our customers' mobile lifestyle.

■ **About KDDI Mobile**

KDDI Mobile, launched in summer 2007, is the only Japanese mobile service provider in the United States. With the most competitive International calling rate to Japan, top-class 24-hour bilingual customer support and Japanese language text-messaging and contents, KDDI Mobile is dedicated to providing an ideal mobile lifestyle to its customers. KDDI Mobile service is available in all states except Alaska, and international roaming is available from more than 30 different countries including Canada and Mexico. KDDI Mobile network services are provided on the Nationwide Sprint network.*

■ **About Sprint**

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two wireless networks serving nearly 51 million customers at the end of the third quarter 2008; industry-leading mobile data services; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. For more information, visit www.sprint.com.

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*Although Sprint provides KDDI Mobile subscribers access to its wireless network and to its wireless services, KDDI Mobile is responsible to the KDDI Mobile subscribers for the service. Please call KDDI Mobile with any questions or comments about services. Sprint is a trademark of Sprint Nextel. KDDI Mobile is a registered trademark of KDDI America, Inc. Namco and PAC-MAN are registered trademarks of NAMCO NETWORKS AMERICA, INC. Capcom is a registered trademark of CAPCOM CO., LTD. Konami is a copyright of Konami Digital Entertainment Inc. EA Mobile is a copyright of Electronics Arts Inc. Tetris is a registered trademark and copyright of Tetris Holding LLC, licensed to The Tetris Company, sublicensed to Electronic Arts Inc. Street Fighter is a registered trademark of CAPCOM U.S.A., INC.