



Aplix and Sweet to Co-develop New Mobile RSS Technology to Widen the Use of RSS on Mobile Phones

TOKYO, JAPAN – December 21, 2006 – Aplix Corporation (TSE:3727) and Sweet, Inc (Tokyo, CEO: Toshiyuki Kataoka), a unit of YUMEMI Inc. (Tokyo, CEO: Koji Fukada, Capital: ¥177 million), announced today that both companies have entered into joint research and development projects focusing on mobile RSS technology.

The cooperation will build on the strengths of both companies to develop brand-new RSS technology for mobile phones. Aplix's JBlend™ Java™ platform has been significantly adopted worldwide, and Sweet is the current market leader in RSS technology for mobile phones. Aplix aims to extend the use of JBlend and related APIs to the mobile RSS through this cooperation, while for Sweet, the new alliance presents an opportunity for them to expand its reach to the embedded Java domain.

In recent years, internet access via mobile phones becomes more popular thanks to increasingly comprehensive functionalities, fixed-rate plans and improved transmission speeds. The growing popularity of Blogs and RSS feeds are stimulating the needs for the industry to figure out how best to use RSS to access more information through mobile phones.



- Applications development
- Extension of JBlend



- Mobile RSS technology concepts, development
- Development of applications on JBlend platform

Toshiyuki Kataoka, President of Sweet said, "Sweet's concept of the evolution of mobile RSS matches well with the strategy of mobile industry leader, Aplix, and we are happy to have this opportunity to work together to extend the use of the JBlend platform. We will leverage the strengths of both companies to work for the broader acceptance of mobile RSS technologies. YUMEMI, leveraging the group synergy with Sweet, will contribute to the development."

Masaaki Sekino, President and Representative Director at Aplix said, "We're very pleased to



have this opportunity to co-develop the new mobile RSS technology with Sweet. The cooperation will enable us to provide the Java environment for new mobile phone functionality, and meet the needs of a wider range of end-users.”

About Aplix Corporation

Aplix Corporation is the global leader in deploying Java technology in mobile phones. Aplix was first established in 1986 and has been a Sun Java licensee since 1996. Aplix was publicly listed on the Tokyo Stock Exchange (Mothers) in 2003. On August 24, 2004 Aplix and the Taiwan based company iaSolution finalized the integration of the corporations.

Headquarters: Tokyo

Other offices: Yokosuka, Okinawa, San Francisco, Munich, Taipei, Shanghai, Beijing, Seongnam, and Seoul.

For more information, please visit: www.aplixcorp.com/ and www.iasolution.net/

About the JBlend Platform

The JBlend platform is the de facto solution for running Java applications and services in consumer electronics devices, including mobile phones. The platform has been licensed by over 50 companies As of December 2005.

JBlend technology:

- Sets the pace by maintaining market leadership through innovation.
- Has proven results, enabling first-to-market deliveries for our customers.
- Over 267 million mobile phones and consumer electronic devices have been shipped with JBlend as of September 2006.

About YUMEMI Inc. and Sweet, Inc.

YUMEMI Inc. established Sweet, Inc in November 2005 for the purpose of research and development aimed at next-generation mobile Internet technologies. Sweet has worked on the development of various RSS modules for mobile phones. It developed and distributes the Sweet appli (Java application) calendar / RSS reader for Felica and Toruka, the Sweet blog, which works with Toruka on both PCs and mobile phones, and the W-Sweet appli RSS reader for Willcom handsets.

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