

Contents from Japan's largest mobile game provider will be unleashed to worldwide market via Aplix JBlend™

June 9th, 2009

Aplix Corporation announced today that the company will start providing mobile games from G-mode Co., Ltd., Japan's largest mobile content company, with JBlend™, Aplix's mobile Java application execution environment, to global handset manufacturers who are rapidly increasing shipment volume in the emerging markets. This move is to expand the market of game enabled mobile phones equipped with JBlend.

Currently, more than 100 million mobile phones equipped with JBlend are shipped worldwide every year. In Japan, more than 90% of the mobile phones shipping are equipped with JBlend. But in the emerging markets, which constitute more than 60% of the world population, download services of contents such as games are yet to become popular, thus JBlend is only shipped on about 10% of the more than 1 billion mobile phones shipped worldwide every year. By providing content in such regions, the market demand for JBlend will definitely increase, leading to a significant increase in its shipment volume.

The strategic alliance with G-mode, which has nearly 400 original games and creates more than 300 new games annually, will enable Aplix to be able to quickly provide global mobile phone manufacturers with a wide range of games suited for each age and gender with the capability to continuously provide new games on a large scale. Initially, mobile games will be pre-installed to attract mobile phones users and to help accelerate distribution of games through the mobile phone manufacturer's portals and service providers, leading to the expansion of the market for JBlend equipped mobile phones.

***About Aplix Corporation**

Aplix, a world leader in delivering software innovations, offers solutions for consumer electronics that enable new services and enrich the end user experience.

Aplix has been a pioneer in providing software solutions that have dramatically enhanced the capability of consumer electronic products. Aplix enabled one of the most successful wireless

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content businesses in Japan, and its solutions are powering audio visual equipment and mobile devices for companies such as Motorola, Panasonic, Samsung, Sony, NEC, and HTC. Aplix's technology has been shipped on over half a billion devices globally as of December 2008, with over 30,000 games and contents specifically created to be deployed on its innovative technology. The company works closely with global wireless operators including China Mobile, China Telecom, NTT DoCoMo, and Vodafone to deliver next generation services on existing and new devices.

Aplix continues its commitments to software development and enabling a successful content and services market. With our innovations, we add value to application developers and bring life-enhancing consumer electronic devices to millions of people worldwide.

Headquarters: Tokyo

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

For more information, please visit: www.aplixcorp.com

Inquiry form: www.aplixcorp.com/en/inq

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