

Press Release

Efficient Distribution of Online Content, with the Excite Download System

Achieving Success in the Smooth Distribution of Client Software for Online Gaming

Excite Japan Co., Ltd. (Head Office: Minato-ku, Tokyo; Chairman and President: Yukihiro Yamamura; herein as *Excite*) commenced usage of the Excite Download System on March 14th, in conjunction with Utageo Inc. (Head Office: Minato-ku, Tokyo; Chairman and President: Tom Sonoda, Information Sciences Ph.D.; herein as *Utageo*), a technical development firm with a focus on enhancing person-to-person communication. The system, which enables the efficient distribution of online content, successfully achieved the smooth distribution of client software to online gaming users. Excite also plans to implement the system to distribute client software for the open beta service of its Age of Armor online game, starting on April 28th.

Overview of the Excite Download System

With the Excite Download System, data traditionally concentrated on a server is distributed and downloaded among each client, allowing particularly efficient content distribution for large amounts of data widely accessed at the same time, such as for client software for online gaming.

This is different than traditional downloading using browsers or download tools, since stable downloads can be performed at high speeds, avoiding the slowdown in download speeds that often occur when access is concentrated on a single download server.

Also, since this also helps reduce the amount of data transferred by the download server, it mitigates bandwidth forecasting issues, and prevents unforeseen cost increases related to metered download services.

Excite Download System performance

For closed beta testing of the online game Age of Armor starting March 14th, the Excite Download System enabled the smooth distribution of 1GB game client software to around 3,000 users, reducing the average download time per user by 40%, cutting the amount of bandwidth needed by the download server by roughly one-half, and mitigating user inconvenience due to degraded download speeds.

Excite Download System development and technology

The Excite Download System uses UG Data, a distributed system developed in-house by Utageo. UG Data employs results from the first half of the Information-Technology Promotion Agency's efforts in 2007 to promote new innovation for developing technologists. These results were developed by the same technologists as a project called "Peer to Peer Video and Audio Distribution Platform for Flexible Configuration of Active/Passive Audiovisuals".

Starting with the open beta service of the online game Age of Armor launching on April 28th, Excite expects to reduce its distribution costs and increase usability by using the Excite Download System to distribute client software for its current lineup of online games.

Utageo (<http://utageo.com/>)

Utageo Inc. is engaged in the development of technologies that enrich person-to-person communication, with the idea that one's voice is a key part of communication. Their unique business model involves not only licensing the technology they

develop, but also using it for their own media projects.

Their licensing business includes UG-Liv (Ocean Grid), a technology that provides efficient distribution of video data over the Internet, using distributed processing technologies to enable more cost-effective and convenience real-time distribution. They also provide licensing for their “Hanauta” song search service, and run their own mobile gaming service called “Hanawaza”, which can be used as a music promotion tool that takes advantage of commercial singles and the human voice.

Excite (securities code 3754 on JASDAQ, <http://www.excite.co.jp/>)

Since launching the Excite Internet portal in December 1997, Excite Japan Co., Ltd. has provided a significant deal of original, high-quality content based on its search service.

Excite offers sites such as Woman.excite, the top female-oriented site, Excite Music, an integrated music site allowing online concerts and other events in the entertainment field, Game.excite, which offers several popular online games, public mobile sites and shopping sites, as well as instant access to advanced tools, such as Excite Blog and Excite Translation.

Recently, Excite has garnered significant recognition for its high-quality web magazines *Exciteism* and *Garbo*, and provides the BB.excite broadband service, which offers ADSL and fiber-optic access at around \$5 a month, the most affordable in the industry. Excite continues to enrich its broadband-focused content, while growing its offline presence through broadband cafes, and is working towards offering well-rounded Internet media, in the form of services and content in the Excite style. Excite press releases can be found at <http://blog.excite.co.jp/pr/>.

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