

**MediaFLO Responds to “Survey on Intentions to Participate in  
Multimedia Broadcasting for Mobile Terminals”**

MediaFLO Japan Planning Inc.

November 4, 2009

In response to the “Survey on Intentions to Participate in Multimedia Broadcasting for Mobile Terminals”, conducted by the Ministry of Internal Affairs and Communication between October 1 and November 2, 2009, MediaFLO Japan Planning Inc. expressed its desire to take part in operations related to commissioned domestic broadcasting and outsourced broadcasting operations using MediaFLO™, the international standard which is optimal for mobile environment.

MediaFLO Japan Planning will move forward with creating a business plan related to commissioned domestic broadcasting and have individual parties who want to participate in outsourced broadcast operations using the MediaFLO format provide information such as that necessary to examine commercialization. As for outsourced broadcast operations, efforts will also be made to promote commercialization with content providers and related parties.

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