



Press Release

CELL Launches Social Game *The Dep Collection for Everyone* on *Mobage Town*.

-- The Social Game Features Familiar Characters from *The Dep Show*,
Popular Mini Social Game on *Mobage Town* --

TOKYO, Japan – January 27, 2010 – CELL Co., Ltd., the leading multimedia content provider in Japan, announced today the launch of the social game *The Dep Collection for Everyone* on *Mobage Town*, a mobile social network service (SNS) site operated by DeNA Co. Ltd. *The Dep Collection for Everyone* features characters from a popular mini online game *The Dep Show*, which has always ranked high in the popular game rankings on *Mobage Town*. The game characters familiar to *Mobage Town* users are now available in this newly launched social game.

The Dep Collection for Everyone is a social game using game characters from the popular online mini game *The Dep Show* (licensed by CELL) on *Mobage Town*. In this social game, players select their own game characters, earn points by playing games or fighting other players' game characters, and collect a variety of game characters. Players can enjoy playing the games because they are free, in principle, but they can also buy in-game items that will put them in a better position to fight other characters or to make it easier to collect rare characters.

Featured Functions of *The Dep Collection for Everyone*

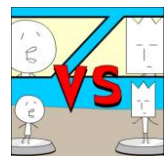
■ *Asobu*

Players earn points by playing mini games with the characters they select.



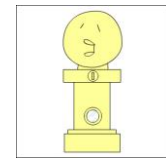
■ *Batoru*

Players earn points by fighting other players' characters. In some cases, players may pick fights with others while in other cases other players may pick fights with them.



■ *Gacha*

Players use their points and spin a *Gacha* spinning wheel to increase their collection of characters.



■ *Zukan*

The characters that a player collects by spinning a *Gacha* spinning wheel are registered in this *Zukan* picture book. The player can select a new character from the *Zukan* picture book to replace a character that was previously selected.



■ Other Functions

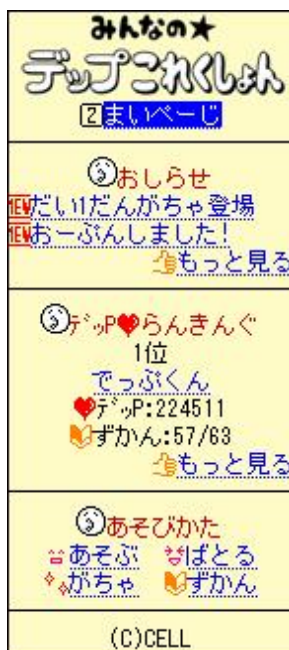
- Browse other players' characters
- Browse other players' *Zukan* picture books
- Login bonus (bonus stamp card)
- Introduce friends

The Dep Collection for Everyone

<http://pf.mbga.jp/12000029>



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Zukan Page



About CELL Co., Ltd.

Corporate Name: CELL Co., Ltd.

Incorporated: May 2001

Headquarters: Kouji-machi YT Bldg, 2-2-4 Kouji-machi, Chiyoda-ku, Tokyo,

CEO: Tomoyuki Hara

<http://www.cell-net.jp/>

CELL is a multimedia content provider with innovative ideas that sees things from the viewpoint of real users to plan and produce a variety of mobile, PC, video software, and media development services.

Press Contact

CELL Co., Ltd.

Public Relations Department, CEO's Office

Oshima and Iwata

Tel: +81-3-3263-3315

E-mail: info@cell-net.jp

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