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R4 Mobile Teams Up with Taito Corporation for Interactive Mobile Marketing Services

Distribution of Key Demo Titles, including Space Invaders, Drive Purchases

SAN DIEGO, CA – October 17, 2007 – R4 Mobile, Inc., the leader in interactive mobile marketing and merchandising, announced their partnership with Taito Corporation to drive increased consumer adoption of classic mobile game titles, such as SPACE INVADERS®. Leveraging R4 Mobile’s Interactive Marketing and Merchandising Platform™, the companies will distribute limited life versions of games through online sites. As part of the intuitive user experience, consumers will be able to upgrade easily and seamlessly to full versions.

“Everyone in the mobile games industry is searching for creative ways to expand their business beyond the early adopters and to create new revenue streams,” said Keiji Fujita, mobile game producer at Taito Corporation. “Leveraging R4 Mobile’s services, we are able to rapidly and cost effectively create marketing-supported, free demo versions of our existing titles. As part of the service, R4 Mobile enables and deploys marketing-supported content and drives consumers to full versions. This is a win-win for consumers, carriers and publishers.”

“At R4 Mobile, we have years of experience working with top carriers and publishers providing tools to grow their premium content services,” stated Mark Munoz, COO of R4 Mobile. “We pay particular attention to the consumer value proposition to ensure intuitive

marketing interactions while ensuring a high quality user experience around top quality mobile applications, such as SPACE INVADERS. It is not about distributing free mobile games. Rather, to grow the market, consumers must have a compelling, fun and quality mobile experience with the ability to discover more premium mobile content. With tier-one publishers such as Taito Corporation, we can provide consumers with quality mobile games experiences, tools to share virally, and easy purchasing links. This increases the size of the pie.”

About Taito Corporation

Taito Corporation is a wholly owned subsidiary of Square Enix Co., Ltd. with headquarters in Tokyo, Japan. Since its inception in 1953, Taito has been at the forefront of the interactive entertainment industry. With the release of SPACE INVADERS® in 1978, a new form of entertainment was born in computer games. Over the years, Taito’s legendary brands have made their way to every major gaming platform and now is available to consumers on the mobile platform via all major U.S. wireless carriers and through off-deck, online portals and distributors. Taito continues to diversify its product offerings by creating and distributing games that appeal to gamers of all kinds, stimulating their minds (and fingers) with challenging yet easy-to-learn interactive entertainment. More information on Taito Corporation can be found on the Internet at <http://www.taito.co.jp/eng/>.

About R4 Mobile, Inc.

R4 Mobile is the leader in mobile marketing and merchandising solutions. Based in San Diego, California, R4 Mobile provides highly scalable, rapidly deployable mobile marketing and merchandising solutions for carriers, portals, and content publishers to grow

consumption of premium mobile content and drive marketing revenues. For consumer brands, R4 Mobile provides turn-key, innovative marketing services that raise brand awareness, consumer relevance, interaction and acquisition. For additional information, email info@r4mobile.com.

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