

July 31st, 2006

Club iT Corporation

Club iT Launches PC-based Video Download Website
“Download Arena”
New Services, Innovative Content Distribution



In response to the increasing demand for video content one can collect and store, as of July 31st Club iT launched “Download Arena” (<http://www.downloadarena.net/>), a commercial video download service that covers a wide variety of genres such as comedy, hobbies, and fitness content.

The “Download Arena” service allows users to download video content offered on the site directly to his/her computer for their personal viewing pleasure. Furthermore, users can enjoy content without additional fees or time restrictions. No special software is required to utilize this service.

Available content is mainly composed of entertainment related videos such as anime, photogenic idols and models, Japanese *rakugo* (comic storytelling) and theater, as well as railway, dance, sports instructional, Japanese chess and other hobby/practical use related genres. In the future, titles and genres will continue to be expanded upon in response to user needs.

Seen as a lucrative service for video asset rights holders, Club iT now offers this commercial download platform, and plans to dramatically expand the service to ensure more innovative content distribution.

Club iT Arena* (<http://www.clubit-arena.net/>), Club iT's existing PC streaming video content service, will continue to extend its range of content and services even further.

- About Download Arena

- 1) Service Name : Download Arena
- 2) Website URL : <http://da86.jp> (Official URL: <http://www.downloadarena.net/>)
- 3) Service Prices : Central price range of 210-840 JPY (including tax).
Users may purchase a set or complete program series for a unit price of 2,100 JPY (including tax), etc.
- 4) Usage Guidelines : Free member registration is required.
Club iT Arena users may use their existing user IDs when using this service.
(*The commencement of services through affiliate ISPs and portals is being planned)
- 5) Content Offered : The service will begin offering 200 different titles. (Club iT plans to expand on the titles, offering in the range of tens of thousands in the future.)

- 6) Content Suppliers : Tsukuba TV, Toppan Printing Co., Ltd., Japan Media Supply Co., Ltd.,
Nowonmedia, Inc., National Data Japan, Chuo Eiga Boeki Co., Ltd.,
For-side.com Co., Ltd., Theater Television Co., Ltd., Satellite Culture Japan
Co., Ltd., SOFTBANK Creative Corp., ALK Press., Inc(*), Broadmedia Studios
Corporation(*), Fishing Vision Co., Inc.(*), etc. (Listed in no particular order.)
(*Content provision planned to start shortly.)
- 7) Service Area : Limited to access within Japan
- 8) System Requirements : Windows Media Player
DRM compatible (Content cannot be played on a different PC than the original
PC to which the content was downloaded.)
- 9) Encoded Bit Rate: : 1 Mbps (mainly)

*Club iT Arena

This is a Club iT run PC streaming video content service, providing content delivery for a comprehensive lineup of television programs, movies, anime, music and model related video. Club iT plans to further enrich of the service with its weekly additions of fresh content.

Inquiries about this press release may be directed to:

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