



**TOEI ANIMATION**

**Cellfish**  
MEDIA

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

**TOEI ANIMATION EUROPE AND CELLFISH MEDIA TO LAUNCH NEW MOBILE PRODUCTS WITH POPULAR ANIMATED SERIES *DIGIMON ADVENTURE* AND *MAGICAL DOREMI* IN FRANCE**

PARIS (September 26th, 2008) – Toei Animation Europe S.A.S, a subsidiary of Toei Animation Co., Ltd., and Cellfish Media will launch new mobile products for their animated properties, *Magical Doremi* and *Digimon Adventure*, on September 29th in France.

The mobile contents, wallpapers and animated wallpapers, will be available throughout Cellfish Media B to C Platforms such as KKO-mobile.com. They will be promoted and distributed on TV, Internet, Wap and Press Magazines.

*“The key titles of Digimon Adventure and Magical Doremi fit the young French mobile audience. Our objective is to better please our anime fans with new means of access to our TV animated series, thanks to digital products.*

*In Japan, these series have been exploited in the Digital arena for many years. This is our first mobile contents business exploitation in France and some more news will come pretty soon, not only in France but also in other European countries”* said Mr. Kazahaya, Chief Operating Officer. of Toei Animation Europe.

For Nicolas d’Hueppe, CEO of Cellfish Media France, *“Japanese contents such as Animation or Manga are very popular in France. These Animation contents particularly fit the mobile environment and are strongly awaited by our customers. Cellfish Media is proud to develop this range of contents with one of the leaders of animation series”*.

**About Toei Animation Co., Ltd.**

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong and Paris, Toei Animation (Jasdaq: 4816) ranks amongst the world’s most prolific animation production studios. Toei Animation’s operations include animation development and production, and worldwide marketing and program licensing. Since its founding in 1956, Toei Animation has produced more than 9,000 episodes of TV series (189 titles) and 172 long feature films as of March, 2007.

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**About Cellfish Media**

Cellfish Media is based in the US and is present in France, Germany and Canada and gathers over 300 collaborators. Cellfish Media is a major player in the publishing of mobile services, with more than 14 million unique clients in the world, notably in France where it is the market leader. Cellfish Media produces, via its studios, original and specific mobile contents, such as Blingtones, supplying them to consumers thanks to a wide network of mobile sites and services.

Moreover, it provides Medias and Carriers with mobile marketing solutions to monetize their traffic and Advertisers with a powerful and targeted tool to win clients and prospects.

For more information: [www.cellfishmedia.com](http://www.cellfishmedia.com)

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