



Commercialization of “Flyff Online Mobile”, an Online Game for Mobile Phones

Tokyo, Japan – February 12, 2008 – GALA Inc. today announced that subsidiary company GALA MOBILE Inc. will launch the commercial service of Flyff Online Mobile, a 3D MORPG for DoCoMo mobile phones, at noon February 13. The game will be accessible from the PotaMO online game portal (<http://potamo.mobi>).

1. Overview of Flyff Online Mobile

Flyff Online Mobile is an innovative 3D MORPG for mobile phones that up to 8 users can play together. It has been adapted from Flyff Online, an MMORPG that is being operated in many countries around the world, and features an all-new storyline.

The game was planned and is operated by GALA MOBILE Inc, and was developed by the Tokyo-based HI CORPORATION. An open beta test of the game was conducted from January 22 on PotaMO (<http://potamo.mobi>), GALA MOBILE Inc.'s online games portal for mobile phones, and full commercial service will be commenced on February 13.

2. Overview of the commercial service

Users can download and play Flyff Online Mobile after signing up at PotaMO. The game is free to play, and users can also access premium content by buying units of the “Pota” micro-currency at the portal and spending them at the newly opened Item Shop to buy premium in-game items. There is a large variety of premium items, including fancy Fashion Items and useful Healing Items.



New maps, missions, and quests have been added, and there will be an opening event from February 13-29 to celebrate the kick-off of the commercial service.

(<http://potamo.jp/fom/cp/announce.html>)



Users that participated in the closed beta or the open beta can still use their registered ID, and are invited to try the game as it is now.

3. Future Efforts

GALA MOBILE Inc. is working toward the launch of more new games, and the GALA Group as a whole will continue to strive to strengthen its portfolio of mobile and PC-oriented services.

Disclaimer: This summarized translation is provided for convenience only. In the event of any discrepancy with the Japanese original, the original shall prevail.