

Press Release

October 1, 2009
Interactive Program Guide, Inc

**'On Air Link,' a new Program-linked System
for Double Screens Developed
A New 'Killer System' for Boosting TV Ratings**

Interactive Program Guide, Inc. ("IPG," based in Chuo-ku, Tokyo, President: Keisuke Toji), which provides the 'G-GUIDE' electronic program guide (EPG) service, has developed "On Air Link", a system that provides combined information of TV program information with various products that appear on the show (such as fashion items used by casts), in real time.

The first deployment of the "On Air Link" system will be for the TV series "Real Clothes" (10PM Tuesdays, produced by Fuji TV Affiliate, Kansai TV), and information on products such as clothes worn by casts, will be registered in the "On Air Link" system prior to broadcast. IPG and Kansai TV plan to jointly develop and provide this program-linked service, where information on products, along with screen shots of the relevant broadcast, will be automatically uploaded to the program's official website in-synch with the broadcast, and allow viewers on-demand purchase clothes and accessories that appear on the show.

Additionally, IPG will provide promotional opportunities of the "On Air Link" service on its 'G-GUIDE' electronic program guide (EPG) service before and after broadcast, and contribute to expanding real-time viewing, as well as drawing in new users from the buzz created by such promotions.

In approaching the complete transition to digital broadcasting in 2011, IPG will aim to build an environment that allows TV programs to be even more enjoyable than now, through improving user-convenience of TV program information services, taking into account diversified TV viewing styles and user needs.

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