



NEWS RELEASE

June 3, 2010

ISB Signs Agency Agreement with Ideaworks Labs

Collaboration to Deliver AirplaySDK™ Multi-platform Solution for Mobile and Embedded Systems Developers

Tokyo - ISB Corporation ("ISB") announced today that it, and its affiliate e.Strm, Inc., have entered into a sales agency agreement with Ideaworks Labs, a mobile technology company based in London, UK. As a result of the agreement, ISB and e.Strm will promote and support Ideaworks Lab's multi-platform AirplaySDK which is a native mobile application development solution targeting embedded device and application development.

Airplay SDK is a native multi-platform mobile application development and deployment solution that overcomes many of major fragmentation issues faced by developers and publishers of mobile applications and games today. It minimizes content development time and massively reduces porting and QA cost for deployment on multi-platforms. The combination of technology and know-how including single ARM binary development and deployment and scalable graphics delivers massive cost savings during both development and deployment and enables a much faster time to market.

ISB provides one-stop application development and testing using Airplay SDK as well as marketing and support in the area of embedded mobile devices by leveraging engineering services experience accumulated over many years in the mobile area and e.Strm's advanced embedded technologies. In addition, ISB offers services to port customers' existing content onto the Airplay platform, enhance graphics quality of their existing applications, and port their content based on Java, BREW, etc. to many a range of mobile native platforms supported by Airplay including iPhone, Android, Symbian, Windows Mobile and Samsung bada.

About ISB Corporation

ISB Corporation was established in 1970 as an information service company dealing primarily with general-purpose and business system development and system operations. The company turned its attention to the expansibility of mobile communication fields as soon as they appeared, setting mobile communication as the pillar of the businesses; it has contributed to the development of the current mobile computing making the best use of its knowledge and the experience accumulated over the long period of time. While offering a wide range of engineering services and solutions in mobile fields, ISB aims to become customers' IT solution partner, who can meet their true IT needs by providing integrated solutions that fuse its core technologies and the service know-how the company accumulated in each field of distribution/production, financial, health care/nursing care, government, municipalities, broadcasting, outsourcing, etc. More information about ISB can be found at ISB's website (<http://www.isb.co.jp/english/index.html>).

About e.Strm, Inc.

e.Strm, Inc. provides one-stop solutions across various software licenses (IP), development environments for embedded systems, verification, testing, support tools, consulting for product quality improvement, engineering services, and mobile-related businesses, embedded systems and network services in order to meet diversified development needs. In February 2010 it became an affiliated company of ISB Corporation to expand into four areas of technology, manpower, merchandise and service. More information about e.Strm can be found at e.Strm's website (<http://www.e-strm.jp>).

About Ideaworks Labs

Ideaworks Labs is a privately-held mobile technology company headquartered in London, UK. Founded in 1998 with a strong Oxford and Cambridge computer science and electronic engineering pedigree, the company has an unparalleled track record of creative innovation and technical leadership in the field of cross-platform mobile applications. The Airplay SDK native multi-platform development system is the result of over 9 years of research and development into high-performance native multimedia applications on mobile devices and has powered games and applications across Android, Symbian, BREW, Windows Mobile, and iPhone including three No 1 games on the Apple App Store. More information about Ideaworks Labs can be found here. (<http://www.ideaworkslabs.com>).

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