



August 1st, 2010

News Release

To whom it may concern

menue, inc.

Announcement of Change of Corporate Name

Thank you for your continuous support for us.

Please be informed that Bbmf K.K. has changed its corporate name to “menue, inc.” as of August 1st, 2010.

Since its foundation in 2004, we have been sustained along all the way by many of your assistance and courtesy, and have become a leading company in the industry of mobile e-books and mobile games under the name of “Bbmf.”

As our SNS site “menue,” which offers users multiple menus including e-books, will get into full swing, we have changed our corporate name to unify our mind and motivation to get a fresh start, expecting that we will become a world-class mobile internet/e-book company.

We will earnestly develop with more ongoing effort than ever, and will appreciate your further support and encouragement from now on.

Sincerely Yours,

Antony Ren Haw Ip, representative director and chairman

Hiroyuki Taniguchi, representataive director and CEO

menue, inc.

<Contact info on this announcement>

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