

CyberAgent Starts Making City with Animal Friends
with Launch of 'Animal Land', for Facebook

TOKYO, Japan – December 9, 2011 –CyberAgent, Inc. (TOKYO:4751), a Tokyo based leader in Internet services provider, is proud to reveal 'Animal Land' on Facebook, a new PC web-browser focused social game accessible worldwide.

'Animal Land' is a city management game where players must explore land, build houses and shops, and decorate their own city with trees and facilities to attract cute animal residents. Players can level up and create thriving metropolis in order to collect different kinds of animals, while also earning unique decorative items by helping friends. Players attempt to create the “best” Animal Land as they see fit.

CyberAgent already provides some popular communication games, such as virtual world 'Ameba Pico' for Facebook with more than 4M registered users worldwide; Animal Land will help strengthen CyberAgent's strategic overseas projects.

“We are thrilled to bring the world our most creative characters and animals, “ said Yasutomo Takehara, Producer of Animal Land. “We hope players from around the world enjoy 'Animal Land'.” Following the roll-out of virtual world 'Ameba Pico' and 'Animal Land', CyberAgent plans to develop additional international services and games in the future.

■About 'Animal Land'

URL <http://apps.facebook.com/animal-land/>

Price Free

Languages English

■'Animal Land' features include:

Feature 1 – Invite Various Cute Animals to your City!

Feature 2 – Personalize your City with Over 100 Unique Items!

Feature 3 – Customize your City's Layout to Make Residents Happy!

Feature 4 – Help your Friends and Get Special Decorative Items!



■ Press Kit (Screenshots)

Screenshots of CyberAgent services can be found from the URL below.

<http://www.cyberagent.info/presskit111209/>

About CyberAgent, Inc.

CyberAgent, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment for PCs, handheld and wireless devices. Founded in 1998, the company has provided many kinds of businesses in Japan including being the largest social game provider, running the #1 blog based communication service (Ameba), the #1 internet, and the #1 corporate venture capital. CyberAgent maintains operations in the U.S., China, Vietnam, Japan with corporate headquarters located in Tokyo, Japan.

For additional information on the company and its offerings, please visit www.cyberagent.info or contact pub@cyberagent.co.jp

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