



May 18, 2006

KDDI Corporation  
Google Inc.

## **Notice Concerning Business Alliance between KDDI and Google**

### **- Google search engine to be employed in “au” internet service “EZweb”-**

KDDI Corp. (headquarters: Chiyoda-ku, Tokyo; represented by President and Chairman Tadashi Onodera; hereinafter referred to as “KDDI”) and Google Inc. (headquarters: Mountain View, California; represented by CEO and Chairman Eric Schmidt; hereinafter referred to as “Google”) have agreed to provide a search engine that integrates content for mobile phones and content for PCs for the “au” mobile phone internet service “EZweb” provided by KDDI. This is the first time the Google search engine will be employed in Japan, beginning in July this year. Benefits include easier information searches and more direct access to information.

In addition to an enhanced search function for content for mobile phones, the alliance facilitates the provision of a far-reaching search service that includes content for PCs. By making effective use of content information managed by KDDI, users will have more direct access to content that fits their objectives. For example, previously, when searching for information on an artist, only links to official content related to each category would be displayed, meaning a further search was required before finding the required information. With the new search engine, users will have direct access to specific information such as song, application, book or shopping information.

Google’s unique search technology also allows text advertisements that fit with the search keywords to be displayed on the search results page, so users receive an array of information pertinent to their needs in addition to search results.

KDDI and Google have boosted the convenience of mobile phones for customers via this alliance. Going forward, the two companies will work to further develop the search function to enable simpler and more precise access to all kinds of information from a mobile phone. By promoting the development of innovative services, KDDI and Google aim to bring huge momentum to the mobile internet market in Japan.