



NEWS RELEASE

July 16th, 2008

To Whom It May Concern

The Japan International Contents Festival Committee

JAPAN INTERNATIONAL CONTENTS FESTIVAL 2008

CoFesta2008 Held a press conference

- Koji Yakusho (Main Character) and Anne (2008 Character) appear on it ! ~

The Japan International Contents Festival Committee (Tokyo) held the press conference at Space[O:] in Omotesando Hills on July 15th (Tue) to announce the world's largest comprehensive contents festival, the Japan International Contents Festival (Called 'CoFesta').

After the Tatsumi Yoda and Takayuki Matsutani (both are vice chairman of the executive committee) gave an opening address, Yutaka Shigenobu (vice chairman and executive producer) explained the basic concept of Cofesta.

Then next 15 representatives of the official event appeared on the stage to explain each event.

Koji Yakusho who is a main character of Cofesta since last year and Anne who is image character 2008 newly established this year, appeared on the stage and talked about affluent Japanese contents ardently.

After Sakomoto Junichi vice chairman gave a closing address, the conference came to close.

CoFesta HP URL : <http://www.cofesta.jp>

***Please feel free to ask about those events!

104-0045 Tokyo-to, Chuo-ku, Tsukiji 4-1-1 Tougeki Bld 8F
Executive Committee of CoFesta
PIC:Yamagata/Okada
Tel:03-3543-7321 Fax:03-3543-7322
E-mail:press@cofesta.jp



NEWS RELEASE



Koji Yakusho: This festival provides a very good chance to introduce various and attractive contents and people who made them up with talents. Also this festival must be the aim for the people as they can make efforts. So, I hope Cofesta plays an active part for the people.

Anne: When I go around the foreign countries, I feel that people pay attention to Japan more and more. So, it is really nice to have this project at the time people all over the world want to know about Japan.