

FOR IMMEDIATE RELEASE

**APPLIYA RELEASES EVANGELION
CLOCK AND PICTURE STAMP FOR
IPHONE AND IPOD TOUCH**



The first two products in Appliya's Evangelion application series are now available!

Tokyo, Japan, February 24, 2009 - Appliya Inc., a leading publisher of Japanese mobile applications, has just launched the Evangelion Clock and Evangelion Picture Stamp, the first available iPhone applications based on the popular *Rebuild of Evangelion* films produced by Khara Inc. The applications are now available worldwide in the iTunes Application Store. Learn more at <http://appliya-inc.com/en/special/evangelion/>

The Evangelion Clock makes checking the time an exciting event! This app is designed to fit the unique style of the computer screens at the headquarters of NERV—the special organization in the *Evangelion* storyline that is tasked with saving Earth. The app includes graphics that are faithful to the movies, optional sound effects, and there's also an exciting timer setting that switches to "emergency" red countdown mode with ten seconds left. Learn more at http://appliya-inc.com/en/catalog/evangelion_clock/

Appliya's new Evangelion Picture Stamp application allows anime fans to integrate the Evangelion anime movies into their photos. Find out what your classmate might look like with Rei's signature blue hairstyle, or add NERV military vehicles over that picture of an aircraft carrier you just took. The Picture Stamp app allows you to make any picture more interesting with the inclusion of vehicles, character elements, and mecha from the newest Evangelion films. Learn more at http://appliya-inc.com/en/catalog/evangelion_stamp/

These apps are the result of a joint production effort between Appliya and anime merchandise company BROCCOLI Co., Ltd, and they represent the first entries in a series of upcoming anime-related iPhone products from Appliya.

More information:



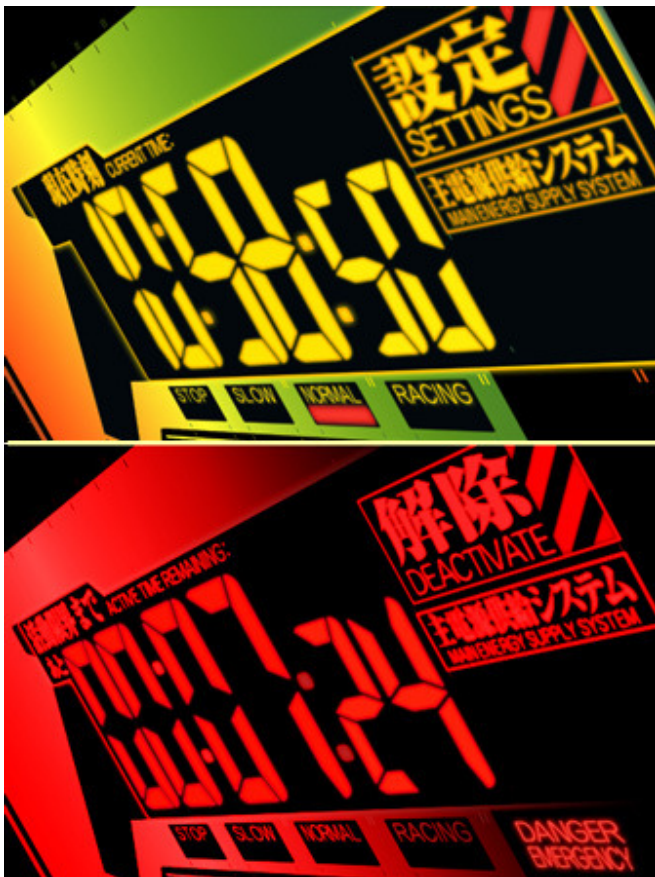
"Evangelion vol.2: Clock" Application Details

Application for: iPhone, iPod Touch
Released: February 24th, 2009
Price: \$2.99



"Evangelion vol.3: Picture Stamp" Application Details

Application for: iPhone, iPod Touch
Released: February 24th, 2009
Price: \$1.99



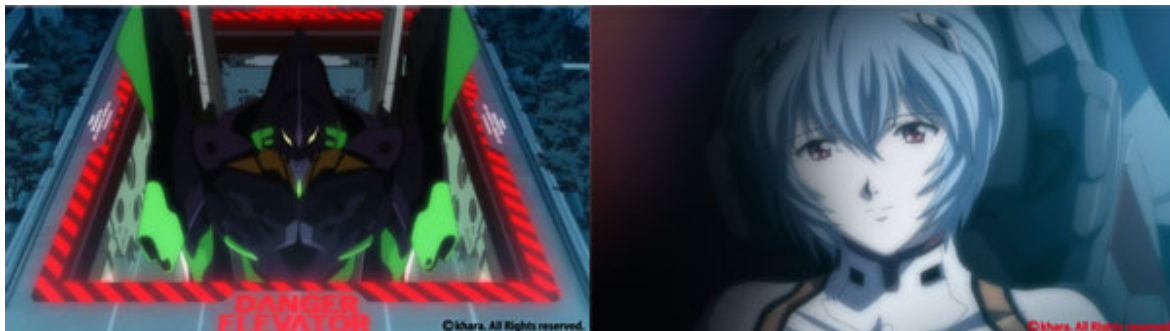
Images from Evangelion Clock



Image created with Evangelion Picture Stamp

About Evangelion

After a catastrophic event called the Second Impact, the Earth's population was halved. All that remains of Japan is Tokyo-3, a city that is constantly attacked by giant creatures that seek to eradicate the human race, called Angels. Fourteen-year-old Shinji Ikari is summoned by his estranged father to urgently come to the headquarters of NERV, a military organization that deals with the destruction of the Angels through the use of giant cyborgs called Evas. Shinji's objective is to pilot the Eva Unit 01, while teaming up with the Eva Unit 00 pilot, Rei Ayanami, and Eva Unit 02 pilot Asuka Langley Soryu. Together, these three teenagers will battle the Angels, and decide the fate of the world.



About Appliya Inc.

Appliya specializes in the production and publishing of iPhone and iPod Touch applications. The company has recently partnered with Japanese mobile industry giant Softbank Mobile Corp. to bring the unique elements of Japanese culture to an international audience through mobile applications. Their efforts include exclusive licensing deals with major anime and manga producers. Appliya will also have collaborations with Japanese artists and photographers, Harajuku fashion related applications, Akihabara otaku related apps, and other applications focused on more traditional aspects of Japanese culture.

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