

October 5, 2010

For Immediate Release

Sharp Corporation
Culture Convenience Club Co., Ltd.

**Sharp to Collaborate with Culture Convenience Club
on the Establishment of E-Entertainment Content Store
“TSUTAYA GALAPAGOS” for the E-book Reader “GALAPAGOS”**

Sharp Corporation (hereinafter “Sharp”) and Culture Convenience Club Co., Ltd. (hereinafter “CCC”) announced today that they have signed a basic agreement to collaborate on content service business, including the establishment of a joint venture company for the E-store offering entertainment content. The two companies will start the E-store “TSUTAYA GALAPAGOS” (hereinafter “E-store”) for the e-book reader “GALAPAGOS” from this December.

The E-store will start by providing e-book content, including newspapers, magazines and comic books, with the industry-leading book sales expertise of TSUTAYA bookstores franchised by CCC, and plans to expand the number of entertainment contents to video, audio and game software in the future. The E-store aims to provide the largest number of e-contents available in Japan.

Furthermore, the E-store will offer a multi-entertainment service integrating multiple contents, using Sharp’s “GALAPAGOS” e-book readers and service platform technology. The user can enjoy two contents simultaneously. While reading the sports magazines, the related video content can be searched and viewed from the E-store. The E-store will offer E-store members “T-point service”, and “T-login ID”, both managed and operated by CCC.

The two companies plan to initiate the E-store service providing e-books (planned to start in December 2010), while expanding the content, to start the entertainment content service, including video and audio content, from next spring.

E-store Overview

E-store	TSUTAYA GALAPAGOS
Start of the Service	December 2010 (plan)
Content Lineup	E-book content: Approx. 30,000 contents The entertainment content lineup, including video and audio to be available from Spring 2011 (plan)
Operation of Service	Joint venture company established by Sharp and CCC

Joint Venture Company Overview

Company Name	TBD
Establishment Date	November 2010 (plan)
Principal Business	Management of "TSUTAYA GALAPAGOS" Delivery and sales of e-content Advertisement service
Capital	TBD
Shareholding Ratio	Sharp: 49%, CCC: 51%