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## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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## **aitia' corporation Announces Debut of What If Camera**

Tokyo, Japan October 26, 2012-What If Camera, a photo decorating and sharing application, has become the number 1 Top-Grossing iPhone Photo & Video Apps in Taiwan, HongKong and Macao.

“What If Camera” has an instant decoration mode in which the app automatically recognizes faces and adds cute stamps in all the right places. It also has SNS functions that allow you to communicate with people from all over the world while using the app.

“What If Camera” provides consumers with a quick and easy way to make beautiful photos. Our target market is young-trendy females that take many photos on their smartphones. “What If Camera” is a free application; however purchasable frames are available within the app. These frames include characters from popular Sanrio franchises such as Hello Kitty, and help to set us apart from our competitors. Numerous consumers have opted to purchase our frames to further improve their experience with the application. “What If Camera” is currently ranked higher than Instagram in numerous countries and has more than 6 million licenses. The app is especially popular in Asian countries, particularly in Taiwan, HongKong and Macao.

aitia' corporation, founded in 2006, fields in global mobile applications, social applications and cross media solution businesses. Aitia' corporation releases numerous applications for both the Android and iPhone platforms. For further information, please contact Hiroko Mugibayashi at +813-6804-1880.