



**FOR IMMEDIATE RELEASE**  
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**Free Kids App MOVING BOOKS! Jajajajan® Surpasses 500,000 Downloads**  
FORii, Inc.'s Animated Story & Song App for Children Continues Growth on Both iOS and Android Platforms

TOKYO, JAPAN, (July 1, 2014) -- FORii, Inc. (Twitter: @FORiiKids), a developer of kids educational apps for smartphones and tablets, today announced that its free kids app MOVING BOOKS! Jajajajan® for iPhone, iPad, iPod touch and Android devices has reached over 500,000 downloads (as of July 2014, on iOS and Android platforms combined.)

MOVING BOOKS! Jajajajan features a growing collection of delightfully animated bedtime stories and folktales such as the recently released "The Town Musicians of Bremen" and Hans Christian Andersen's "The Little Mermaid". The app also features original arrangements of popular children's songs from around the world.

The app was originally released in Japan in August 2013. On January 20, 2014, MOVING BOOKS! Jajajajan became the No. 1 Free iPhone App, and the No. 3 Top Grossing iPhone App in the Education category of the Japan App Store. In March 2014, FORii released an English language version which includes seven free animated books and songs. The app recently achieved over 30 million books and songs viewed in early June 2014.

**About MOVING BOOKS! Jajajajan**

MOVING BOOKS! Jajajajan is an educational app that provides enriching moments for children and parents through delightfully animated books and songs based on classic fairy tales, folklore and children's music from around the world. Every book and song features original animation and unique musical arrangements created exclusively for MOVING BOOKS! Jajajajan.

The app is free for iPhone, iPad, and iPod touch and for Android mobile devices. MOVING BOOKS! Jajajajan includes seven animated books and songs such as "Three Little Pigs", "Jack and The Beanstalk" and "Let's Clap Our Hands", with additional content available through in-app purchases. In-app purchases can be synced across all devices with the same operating system. No internet connection required to play downloaded content. MOVING BOOKS! Jajajajan works with AirPlay. No subscription required. Download it from the App Store and from Google Play™.

MOVING BOOKS! Jajajajan for iPhone, iPad, and iPod touch: <http://bit.ly/MovingBooks>  
MOVING BOOKS! Jajajajan for Android: <http://bit.ly/Jajajajan>

**About FORii, Inc.**

FORii, Inc. develops educational apps for smartphones and tablets, and is focused on children's learning through play. Based in Tokyo, Japan, FORii was founded in 2012 by President and CEO Kazutoshi Shirata with the belief that every moment is a chance to discover. For children, each new word, story and song is a new step into the amazing world around them. As parents it's an opportunity to uncover the limitless potential of every child, and the unlimited possibilities of a growing family learning and playing together. FORii created its first app, MOVING BOOKS! Jajajajan to be the key that unlocks those shared moments and opens a path to a brighter future for every child. For additional information visit <http://www.forii.co.jp/en>

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