



February,27,2014 13:20 AM Japan Standard Time

## MyBS launched KawaiiDays,Viral Media of “Kawaii” News *Sharing Kawaii in the world!*

Tokyo, Japan—MyBS Inc. launched Kawaii Days, Viral Media on the web today.

KawaiiDays treats the news of “Kawaii”,mean of Japanese cute Sense.

ex. Fashion, Interior, Foods, Mascot Character, Animal

Yoshiteru Kawai, the CEO of MyBS said he designs KawaiiDays for sharing Kawaii news and introduce “Kawaii” in the world.

The article is mainly photo and Video because of these overcome language varrier more easily.than text.

Game designer, graduate student, and video creator are reporters of KawaiiDays.

KawaiiDays saves a little bored people in the world by Kawaii news.

MyBS targets 50million PV/month within one year.

**Platform:** PC, Mac, iOS, Android

**URL:** English <http://kawaiidays.com> Japanese <http://kawaiidays.com/ja>

**FacebookPage** <https://www.facebook.com/kawaiidays>

**Twitter** [https://twitter.com/KawaiiDays\\_com](https://twitter.com/KawaiiDays_com)

**Language:** English, Japanese

About MyBS Inc.

Business: produce and operate of mobile contents (ex. game)

Main office: Astem building, 134, shimogyo, Kyoto, Japan.

Founded in 2003.

Yoshiteru Kawai is CEO, and founder.

Company web: <http://www.mybs.biz>

### Contact

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press release English: [http://www.mybs.biz/press/press2014\\_02\\_01\\_en.pdf](http://www.mybs.biz/press/press2014_02_01_en.pdf)

press release Japanese: [http://www.mybs.biz/press/press2014\\_02\\_01\\_ja.pdf](http://www.mybs.biz/press/press2014_02_01_ja.pdf)

Screen Shot: PC [http://www.mybs.biz/press/kawaiidays\\_1.png](http://www.mybs.biz/press/kawaiidays_1.png)

Mobile [http://www.mybs.biz/press/kawaiidays\\_2.png](http://www.mybs.biz/press/kawaiidays_2.png)