

The Asian Reporter

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Mummy statute might be returned

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U.S. first lady visits Southeast Asia

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Don't just eat that ramen

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Big in Asia, Line app hopes cute factor will win worldwide



GET IN LINE. Figures of Cony the bunny, one of Line's characters, are displayed at the Line Friends flagship shop in Seoul, South Korea. For smartphone users in Asia, where most of Line's 181 million monthly users are located, the characters are as familiar as Hello Kitty or Disney's animated stars. They are not well known in America or Europe, but owner Line Corp. hopes to change that. It plans to open 100 stores selling Brown dolls and other cute "Line Friends" paraphernalia worldwide over the next three years as a way to draw more users to the app. See story on page 2. (AP Photo/Lee Jin-man)

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