

Notice**Vodafone K.K.**

4 November 2004

Vodafone K.K. adopts anti-spam measure for Sky Mail*Sky Mail transmissions to be limited from 12 November*

Vodafone K.K. announces today new anti-spam measures to make its Vodafone live! mobile internet service more dependable for customers. From 12 November, the number of Sky Mails*¹ sent on a PDC (2G) mobile handset will be limited to 500 per day, and handsets that exceed the limit will not be able to send additional Sky Mails afterward for a period of 20 days.

On December 2003, Vodafone K.K. introduced a new function to its PDC system to limit the number of sent Long Mails*² and Super Mails*³ to 120 within 3 hours, and suspended sending privileges of those who exceeded the limit for 21 hours. In March 2004, the same function was introduced to Vodafone K.K.'s VGS Mail*⁴ system for 3G mobile handsets. The measures announced today are applicable to Sky Mails on Vodafone K.K.'s PDC network.

Furthermore, based on information received at customer centers and the e-mail address established for spam reports (of which only e-mail submissions can be processed), Vodafone K.K. is suspending or rescinding the privileges of those contracts confirmed as having sent spam mails. Vodafone K.K. will continue its efforts in taking measures to prevent spam.

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*1: Mail service that allows customers to send/receive up to 128 alphanumeric characters to/from other Vodafone K.K. handsets. If e-mail option is subscribed to, customers can send messages of up to 128 alphanumeric characters to other carriers and PCs, and receive messages of up to 384 alphanumeric characters.

*2: Mail service for V4, V3, V1 and J-0x series PDC Vodafone live! handsets. Customers can send/receive e-mail to/from a Vodafone K.K. or non-Vodafone K.K. mobile phone or PC, with maximum message sizes of 6KB (approximately 6,000 alphanumeric characters).

*3: Mail service for V6 and J-5x series PDC packet-based Vodafone live! handsets. Customers can send/receive e-mail to/from a Vodafone K.K. or non-Vodafone K.K. mobile phone or PC, with maximum message sizes of 30KB (excluding some J-5x series handsets).

*4: Mail service for 3G Vodafone live! handsets such as the V801SA and V801SH. Customers can send/receive e-mail to/from a Vodafone K.K. or non-Vodafone K.K. mobile phone or PC with maximum message sizes of a total of 200KB.

About Vodafone K.K.

Vodafone K.K. is a leading mobile operator in Japan with over 15 million customers and a subsidiary of Vodafone Group Plc, the world's largest mobile community. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services including Vodafone live!, which provides e-mail and internet access to 86% of its customers, and Sha-mail, the pioneering picture messaging service first introduced in November 2000 that now has over 12 million users. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP, the international standard. Vodafone K.K.'s 3G service offers its customers fast data speeds in Japan and roaming on 143 networks in 107 countries and regions as of 30 September 2004. For more information, please visit www.vodafone.jp

- Sky Mail is a registered trademark of Vodafone K.K.
- VGS is an abbreviation for Vodafone Global Standard.
- Vodafone and Vodafone live! are registered trademarks of Vodafone Group Plc.