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Vodafone K.K. Expands 3G Service Areas in November

Network population coverage reaches 99.72%

Vodafone K.K. announced today that it will expand service areas and upgrade the network quality*¹ of existing service areas for its 3G network to further increase customer convenience. In the month of November, Vodafone K.K. plans to expand 20 service areas, upgrade the network quality of 62 areas and add 44 indoor coverage spots for a total of 126 additions. As a result, 3G network national population coverage is expected to be 99.72%*² at the end of November.

A breakdown of service expansion areas and regions for November is as follows

	Service area expansions	Network quality upgrade areas	Indoor spots
Hokkaido Region	1	3	1
Tohoku-Niigata Region	3	12	4
Kanto-Koshin Region	-	12	14
Tokai Region	-	1	-
Kansai Region	10	12	9
Hokuriku Region	-	-	1
Chugoku Region	1	4	3
Shikoku Region	-	2	4
Kyushu-Okinawa Region	5	16	8
Total	20	62	44

Vodafone K.K. will actively expand service areas so more customers can use its 3G service.

*1: Vodafone K.K. will further arrange and increase wireless base stations to increase call quality and circuit numbers in the existing services areas of cities, towns and villages.

*2: Population coverage calculated on basis of whether communication is possible at municipal offices of cities, towns and villages.

- Vodafone is a registered trademark of Vodafone Group Plc.

- Vodafone Group is the world's leading mobile carrier and as of the end of June 2004, had equity interests in 26 countries and 353.6m venture customers, with a further thirteen partner networks.

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 144 networks in 109 countries and regions as of 4 November 2004. For more information, please visit www.vodafone.jp