

19 November 2004

## **Vodafone K.K. enlists 3 new celebrities to promote 3G service**

*First new 3G TV advertisement to go on air 24 November*

Vodafone K.K. announces today that it has enlisted three Japanese celebrities, Rosa Kato, Ryuta Sato, and Kuranosuke Sasaki, to promote Vodafone K.K.'s upcoming 3G handsets, the Vodafone 902/802/702 series. Yu Yamada, who has previously appeared in Vodafone K.K. advertisements, will also be part of the new campaign.

By focusing on the celebrity expressions of enjoyment when using Vodafone K.K.'s new 3G services, the advertisements will convey that anyone can enjoy the new handsets and the new and exciting services they offer. The four celebrities will play the following roles:

- Rosa Kato: customer enjoying Sha-mail and long Movie Sha-mail video messages
- Ryuta Sato: customer enjoying Chaku-Uta<sup>®</sup>/Long Version and other rich content on the web
- Kuranosuke Sasaki: business customer that effectively uses video call and other services for work
- Yu Yamada: global customer who enjoys voice, mail and the web both in Japan and abroad

The four celebrities will first appear together in the initial "3G Theme" advertisement on November 24\* to build up anticipation and excitement for the new 3G services. The TV advertisement will then be followed by a variety of communications in different media to promote the new services.

For more information and profiles on the four celebrities, please see the attached appendices.

\*In the Kanto area only. Other regions will air the advertisements from 25 November.

### **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](http://www.vodafone.jp)

- Chaku-Uta<sup>®</sup> is a registered trademark of Sony Music Entertainment Inc.
- Sha-mail and Movie Sha-mail are trademarks or registered trademarks of Vodafone K.K.
- Vodafone and the speech mark symbol are trademarks or registered trademarks of Vodafone Group Plc.
- Vodafone Group is the world's leading mobile carrier and as of the end of September 2004, had equity interests in 26 countries and 398.5m venture customers, with a further thirteen partner networks.

Vodafone K.K. 3G Advertisement Celebrity Profile

**Rosa Kato**



Birthday: 22 June 1985

Age: 19

Height: 160cm

**Main works**

**Advertisements**

Recruit's "Zexy" TV advertisement (2004)

Recipient of "Commercial Fresher's Award 2003-2004" (2004)

"MAXFACTOR" image character (autumn 2004)

**Movies**

Toho's nationwide release "tokyo tower" (scheduled for January 2005 release)

Vodafone K.K. 3G Advertisement Celebrity Profile

**Ryuta Sato**



Birthday: 27 February 1980

Age: 24

Height: 179cm

**Main works**

TV dramas

Fuji TV's "Tokyo Wankei" (2004)

Fuji TV's "Pride" (2004)

TBS's "Kisarazu Cats Eye" (2002)

TBS's "Ikebukuro Westgate Park" (2000)

Movies

"Inu no eiga" (scheduled for January 2005 release)

"LORELEI" (scheduled for January 2005 release)

"Kisarazu Cats Eye Japan Series" (2003)

Takanori Jinnai directed feature "ROCKERS"(2003)

Advertisements

Nintendo's "Famicon Mini Street" (2004)

Mercian's "Hon-Shibori CHU-HI Lemon Action" (2003)

McDonald's Gratin Croquette Burger "Couple" (2002)

Stage Plays

Parco Theater's "SHAKESPEARE R&J" (scheduled for February 2005 release)

Parco Theater's "BOYS TIME" (2002)

Vodafone K.K. 3G Advertisement Celebrity Profile

## Kuranosuke Sasaki



Birthday: 4 February 1968

Age: 36

Height: 182cm

### Main works

#### TV dramas

NTV's "Last Present" (2004)

Fuji TV's "Rikon Bengoshi" (2004)

Fuji TV's "Shiroi Kyoto" (2003)

TBS's "Moto Kare" (2003)

TBS's "Anata no Jinsei O-Hakobi Shimasu" (2003)

Fuji TV's "Bijo ka Yaju" (2003)

TBS's "HANDOCU" (2001)

NHK's "Audrey" (2000)

#### Stage Plays

Shimbashi Enbujo's "Ohatsu" (2004)

Setagaya Public Theater's "Shin Meian" (2004, 2002)

Parco Theater's "Oyasumi no Mae ni" (2002)

Parco Theater's "Vamp Show" (2001)

Vodafone K.K. 3G Advertisement Celebrity Profile

**Yu Yamada**



Birthday: 5 July 1984

Age: 20

Height: 169cm

**Main works**

Magazines

Shogakukan's "CanCam" affiliated model (from December 2000 issue)

TV dramas

TBS's "OrangeDays" (2004)

TBS's "BE-BOP-HIGHSCHOOL" (2004)

Advertisements

Kanebo's "TESTIMO" image character (2004)

Kanebo's "ALLIE" image character (2004)

Wedding Group image character (2004)

Movies

"ROUTE58" (released in 2003 by GAGA COMMUNICATIONS)