

Vodafone K.K. to sponsor Urawa Reds football team

Vodafone logo to feature on Urawa Reds shirts from the 2005 season!

Vodafone K.K. today announces that it has agreed on a main partner sponsorship agreement with the Urawa Red Diamonds (Urawa Reds) football club in the J.League Division 1 (J1) for a two year period starting with the 2005 season. As part of the main partnership agreement, the Vodafone logo will feature on the front of the Urawa Reds shirts (see attached photo).

As the world's leading mobile carrier with equity interests in 26 countries and 398.5 million venture customers at the end of September 2004 and a further fourteen partner networks, the Vodafone Group aims to enrich customers' lives through mobile communications by operating according to its four Passions: for customers, employees, results, and the world around us. As a member of the Vodafone Group, Vodafone K.K. believes it can improve awareness and perception of the Vodafone brand in Japan by connecting people with passion—the players, coaches, team staff and supporters of the Urawa Reds, which is a club which has shown remarkable progress in recent years.

Vodafone is the principal sponsor of the Manchester United football club in the English Premier League and also supports the Benfica club in Portugal and the Greek national football team. Vodafone K.K.'s main partner sponsorship of the Urawa Reds represents a key part of the Group's overall sports sponsorship activities.

With this new partnership, Vodafone K.K. plans to deliver special Vodafone live! content to customers, develop merchandise featuring the logos of Vodafone and the Urawa Reds and hold events at stadiums and Vodafone shops.

For images of the new Urawa Reds home shirt and composite logo, please see the attached appendix.

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- Vodafone, Vodafone live! 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 fourteen 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 85% 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 146 networks in 112 countries and regions as of 17 January 2005. For more information, please visit www.vodafone.jp

Appendix

Urawa Reds Home Shirt Image



Composite Logo



Logo symbolises the Urawa Reds and Vodafone partnership.