

## **Free Mail for Family Discount and Designated Number Customers**

*Vodafone K.K. only operator to offer free mail for customers on a designated number discount*

Vodafone K.K. today announces that starting 1 February it will change the mail discount rate for sending and receiving mails for customers signed up to Family Discount and Designated Number Discount.

Previously, Vodafone customers received a 50% discount when making voice and video calls or exchanging mails between others signed up to the Family Discount or Designated Number Discount plans. By making the sending and receiving of mails free of charge, customers who sign up in the future to these plans will be able to enjoy mail communications even more than before with family and friends, the main people they communicate with. For customers who are already signed up to Family Discount and Designated Number Discount, the previous 50% discount for exchanging mails will automatically be changed to 100% without any application requirements. These changes make Vodafone K.K. the first\* operator in Japan to offer free mail exchanges for customers signed up to a designated number discount service.

\*As of 24 January 2005

### Service Changes

- The discount for mail exchanges between customers signed up to Family Discount will change from 50% to 100%.
- The discount for mail exchanges between customers signed up to the Designated Number Discount will change from 50% to 100%.

\*Changes are applicable to Sky Mail, Long Mail, SMS and MMS exchanged between family members or designated numbers using Vodafone K.K. phone numbers.

\*Changes are applicable to mails sent and received in Japan.

### Timing for Service Change

- Applicable starting 1 Feb 2005

\*New discount rate will be effective for 1 Feb for customers with monthly bills closing at the end of the month, 11 Feb for customers with monthly bills closing on the 10<sup>th</sup> of every month, 21 Feb for customers with monthly bills closing on the 20<sup>th</sup> of every month.

\*Changes will automatically apply to customers already signed up to Family Discount and Designated Number Discount without any application requirements.

For more information on the Family Discount and Designated Number Discount services, please see the attached appendix.

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- Sky Mail is a registered trademark 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 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 24 January 2005. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)

## Appendix

### Family Discount

Family Discount requires no fixed monthly charge or registration cost and offers a 50% discount on basic charges and voice/video calls for up to 4 family members of the main subscriber. In addition, the sending to or receiving of mails from other family members will be free.

	Monthly basic charge	Voice and video call charges	Mail sending/receiving charges*
Main line (1 line)	-	50% off among family members	50% off among family members -> <b>free</b>
Sub-line (up to 4 lines)	50% off	50% off among family members	50% off among family members -> <b>free</b>

- Application required
- Fixed monthly charge: free
- Registration charge: free
- Applicable price plans: Value Pack Premier, Value Pack Platinum, Value Pack Gold, Value Pack Silver, Value Pack, Business Pack, Business Economy Pack, Light Call Pack
- 50% reduction on monthly free communication allowance for sub-line

\*Applicable to the following types of handsets and mails exchanged between Family Discount and Designated Number Discount customers using Vodafone K.K. phone numbers: V4/V3 series and J-0x series Sky Mail and Long Mail, V6 series and J-5x series Sky Mail, V8 series SMS, Vodafone 902/802/702 series SMS and MMS.

\*Applicable to mails received and sent in Japan.

### Designated Number Discount

With the Designated Number Discount, up to 5 numbers (5 Vodafone K.K. numbers, or 4 Vodafone K.K. numbers and 1 fixed line number) can be registered for a discount of 50% on voice/video calls for a monthly charge of 300 yen (315 yen with tax). In addition, mails sent to or received from registered designated numbers will be free.

Voice/video call charges	Mail sending/receiving charges*
50% off for registered numbers	50% off for registered numbers -> <b>free</b>

- Application required
- Fixed monthly charge: 300 yen (315 yen with tax) per month
- Applicable price plans: Value Pack Premier, Value Pack Platinum, Value Pack Gold, Value Pack Silver, Value Pack, Business Pack, Business Economy Pack, Light Call Pack
- Non-Vodafone K.K. mobile phones, PHS, certain IP phones, 110, 117 Navi Dial (numbers beginning with 0570) and Teledome (numbers beginning with 0180) cannot be designated
- A member within the same Family Discount group cannot be designated
- Discount cannot be combined with Priority Support

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