

## **Vodafone K.K. anti-spam measure blocks mails with URL links**

*New function to be introduced in late March*

Vodafone K.K. today announces a new function will be introduced that blocks mails with URL links sent via the internet containing invitations to dating and adult sites, starting late March. With the new anti-spam measure, Vodafone K.K. aims to make its Vodafone live! mobile internet service more dependable for customers.

By employing NEC Corporation's mail filtering system that adopts NetSTAR Inc.'s URL database, the URL mail blocking function rejects e-mails sent via the internet containing URL links that match specific categories registered in the database for dating and adult sites.

By accessing the Custom Mail Set-up page from either Vodafone live! or the Vodafone K.K. website ([www.vodafone.jp](http://www.vodafone.jp)), customers have three options for handling URL link mails: 'refuse all', 'refuse mails with specified URLs', or 'accept all (default setting)'. By blocking mails with URL links, there is less danger of young people accidentally accessing dating or adult sites and greater overall comfort in using mobile handsets.

Since December 2003, Vodafone K.K. has already implemented many measures that restrict the number of bulk mails sent from Vodafone K.K. handsets. Now, with the introduction of the URL mail blocking function as a measure to stop indiscriminate e-mails sent via the internet, Vodafone K.K. believes it has comprehensively strengthened measures to combat spam.

Vodafone K.K. will continue its efforts in taking measures to prevent spam to make Vodafone live! more comfortable for its customers.

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### About NetSTAR Inc.

A participant of the Internet Association Japan sponsored Mobile Filtering Technology Development Study Group, NetSTAR Inc. is the one of few companies with technology for database compilation and URL classification, as well as a means of updating and delivering the latest URL databases to customers. NetSTAR's URL lists are automatically acquired through an advanced algorithm, which is the largest of its scale in Japan and visually checks each website, and then classified and registered. NetSTAR website: <http://netstar.jp/>

- 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 December 2004, had equity interests in 26 countries and 416.4m 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 152 networks in 113 countries and regions as of 14 February 2005. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)