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## **Vodafone K.K. introduces additional anti-spam measure**

*Function to reject mails with false addresses to be introduced from 30 March*

Vodafone K.K. today announces a new function will be introduced starting 30 March that blocks so-called "spoof mails", mails sent via a PC with addresses posing as mobile handset mail addresses. With the new anti-spam measure, Vodafone K.K. aims to make its Vodafone live! mobile internet service more dependable for customers.

The spoof mail blocking function makes it possible to refuse mails sent via a PC that pose as mail addresses of Vodafone K.K., other mobile operator, or PHS\*<sup>1</sup> handsets. 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 can select from the "accept (default setting)" or "refuse" settings to filter spoof mails.

In addition, to distinguish spoof mail from legitimate mail as part of "forwarding and mailing list\*<sup>2</sup> services" offered by internet service providers, customers can register forwarding and mailing list addresses to an "exempt list" in order to refuse spoof mails and receive forwarded and mailing list mails.\*<sup>3</sup>

Both the URL mail blocking function announced on 15 February and the spoof mail blocking function will be introduced simultaneously on 30 March. Vodafone K.K. will continue its efforts in taking measures to prevent spam to make Vodafone live! more comfortable for its customers.

\*1 PHS applies to Willcom (formerly DDI Pocket) service only.

\*2 A system that allows participating members to receive the same mail using internet mail.

\*3 Some mails from forwarding services or mailing lists may not be received even if registered on an "exempt list".

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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 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 1 March 2005. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)