

Notice

Vodafone K.K.

8 March 2005

Executive Officer Changes

Vodafone K.K. announces today that it has decided on Executive Officer changes to take effect on 1 April 2005, subject to final approval by the Board of Directors.

Executive Officer responsibility changes (scheduled for 1 April 2005)

(New position)	Name	(Current position)
Senior Executive Vice President, Assistant to President	Teruo Kunizawa	Senior Executive Vice President, Sales Director
Senior Vice President Sales Director	Naoya Hirano	Senior Vice President Customer Service Director*

*William T. Morrow, Representative Executive Officer and President as of 1 April, will be concurrently responsible for the Customer Service Division.

- ends -

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 mail and internet access to 85% of its customers, and Sha-mail, the pioneering picture messaging service first introduced in November 2000. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on the 3GPP international standard. Vodafone K.K.'s 3G service offers its customers rich content and roaming on 152 networks in 113 countries and regions as of 8 March 2005. For more information, please visit www.vodafone.jp