

Vodafone K.K. to Offer Disaster Message Board Service

Starting late April, personal safety information can be confirmed in times of disaster

Vodafone K.K. today announces that it will offer a Disaster Message Board Service starting in late April so customers can confirm personal safety information concerning their family and friends in the event of a major disaster, such as a large earthquake.

The Disaster Message Board Service, which is available on the Vodafone live! web, lets customers in disaster-affected areas register their status by selecting from options like "I'm fine" or "I'm at the evacuation area" and input comments in either Japanese or English of up to 100 full-sized characters.

In the event of a major disaster such as a large earthquake, messages registered to the Disaster Message Board can be confirmed on Vodafone live! or with non-Vodafone K.K. handsets or PCs by using the internet. In addition, customers can have automatic notifications sent to their family and friends regarding their personal safety information on the Disaster Message Board, if the mail addresses are pre-registered.

For more information on the Disaster Message Board Service, please see the attached appendices.

- ends -

- 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 mail and internet access to 85% of its customers, and pioneered the picture messaging service called Sha-mail first introduced in November 2000. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP international standards. Vodafone K.K.'s 3G service will offer its customers rich content and roaming on 155 networks in 116 countries and regions as of 30 March 2005. For more information, please visit www.vodafone.jp

Vodafone K.K.'s Disaster Message Board Service

1. Service overview

- **Registering personal safety information** – Customers can register their own personal safety information via the Disaster Message Board menu on Vodafone live! in the event of large scale disaster.
- **Confirming safety information of others** – Registered personal safety information can be confirmed via Vodafone live! or with non-Vodafone K.K. handsets or PCs by using the internet.
- **Auto notify** – Customers can have notification mails sent automatically to their family and friends regarding personal safety information on the Disaster Message Board, if the mail addresses are pre-registered.

2. Charges

Only communication charges apply

3. Service details

Compatible handsets		All Vodafone live! compatible handsets. Also possible to confirm personal safety information with non-Vodafone K.K. handsets or PCs by using the internet		
Operation method		The site opens in the event of a major disaster, such as for earthquakes greater than 6 on the Japanese seven-stage seismic scale. In most cases it is possible to operate automatic e-mail delivery		
Access method		Message board is displayed on Vodafone live! web (top page)		
Supported languages		2 (Japanese, English)		
Functions	Registering personal safety information	Registration content	Possible to choose from 4 phrases: like "I'm fine", "I'm at home", "I am hurt", and "I'm at the evacuation area". One can also add comments of up to 100 full-sized characters	
		Message capacity	10 per phone number (If messages exceed 10 per phone number, the new ones overwrite the old ones)	
		Save period	Messages will be saved on the Disaster Message Board until it closes	
		Supported regions	Registration possible in all national regions	
	Deleting personal safety information	Delete all or selected messages (possible to delete in all national regions)		
	Confirming safety information of others	Possible to search Vodafone K.K. phone numbers (regardless of contract region) Links are displayed for message boards of other operators if requested number is not a Vodafone K.K. one *Possible to confirm on Vodafone live! or with non-Vodafone K.K. handsets or PCs by using the internet		
	Auto Notify	Number of addresses	3	
		Sender info	Notification of Vodafone K.K. phone number and mail address that registered the personal safety information	
		Mail content	Receiver is notified of registered personal safety info, and URL for accessing Disaster Message Board is displayed	

4. URL for confirming messages from non-Vodafone K.K. handsets or PCs

<http://dengon.vodafone.ne.jp/>

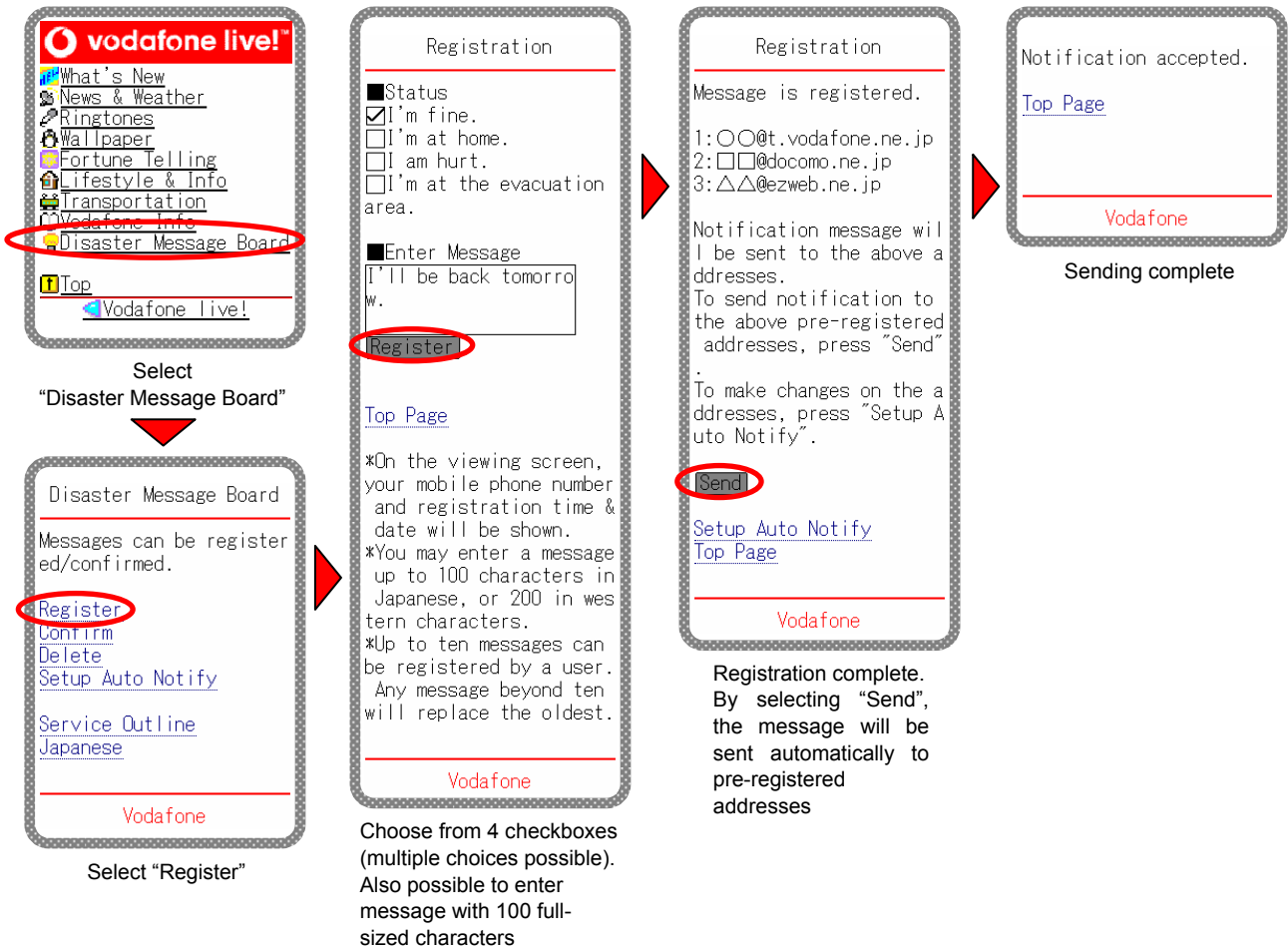
5. Other

Disaster Message Board trial service is scheduled for two weeks after service launch (late April 2005)

Vodafone Disaster Message Board Image

Registering personal safety information

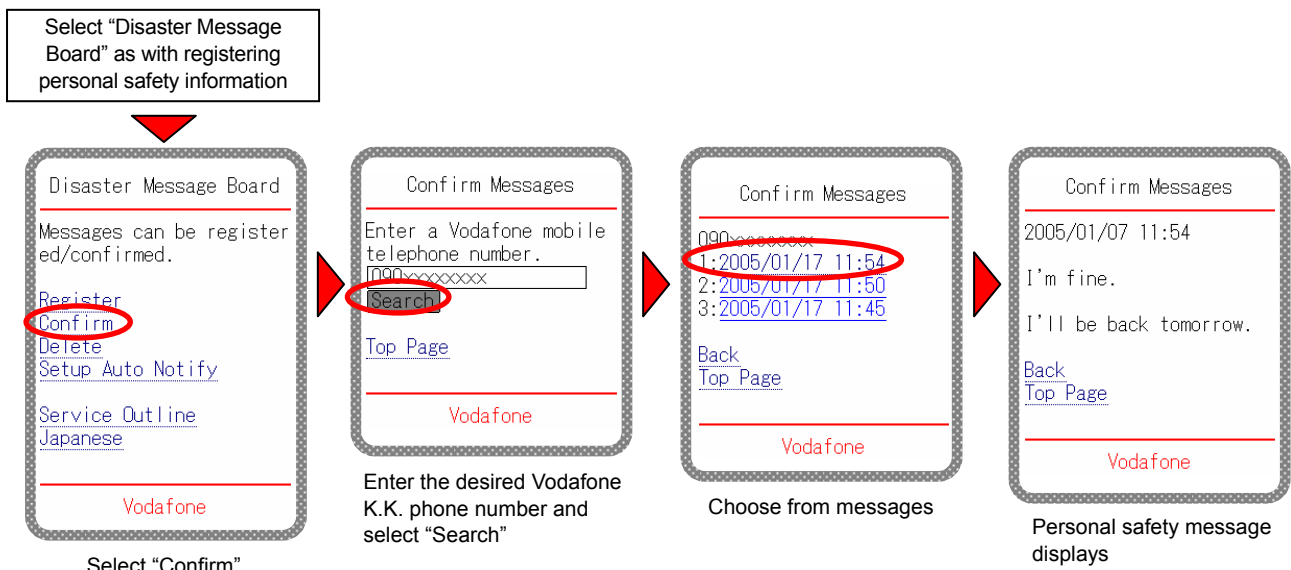
Available on Vodafone live!-enabled handsets



Confirming safety information of others

Possible to confirm on Vodafone live! or with non-Vodafone K.K. handsets or PCs by using the internet

- For non-Vodafone K.K. handsets or PCs, access <http://dengon.vodafone.ne.jp/>
- Screen below shows confirmation on Vodafone live! screen



Auto Notify

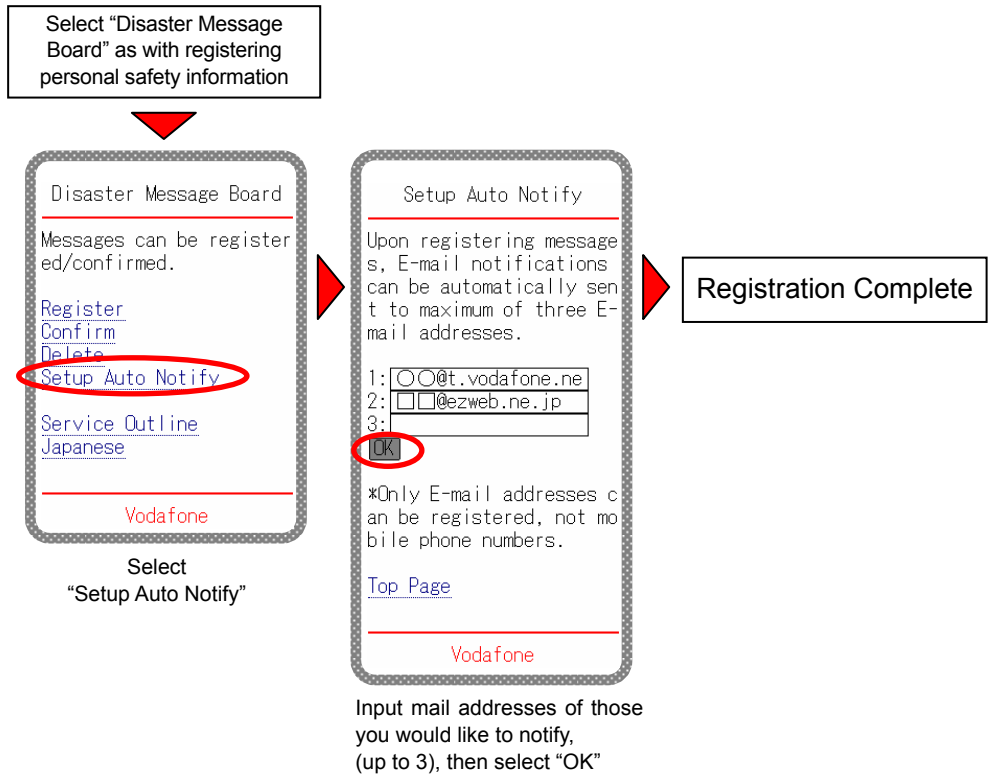
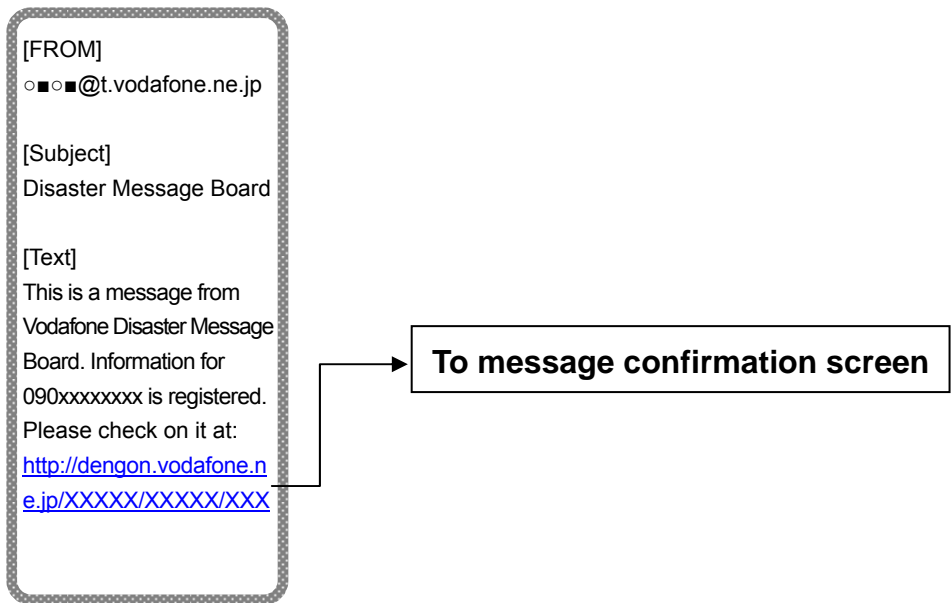


Image of Sending and Receiving Messages with Auto Notify



*The above represents images of the service. Actual screens may differ.