

29 March 2005

Discontinuation of @Sha-mail

Vodafone K.K. announces today that on 30 June 2005 it will discontinue @Sha-mail, the service that allows customers to send Sha-mail pictures messages and Movie Sha-mail video messages to the mobile handsets of other domestic operators by using the Vodafone live! mail service.

@Sha-mail was originally launched as an image conversion service in October 2001, enabling Vodafone K.K. customers to send Sha-mails to the handsets of other domestic operators. In December 2002, the service was enhanced by making it possible to send Movie Sha-mails from compatible Vodafone K.K. handsets to non-compatible Vodafone K.K. handsets and the handsets of other domestic operators, thereby enabling receivers to view simple moving images.

In September 2004, Vodafone K.K. introduced an automatic image size conversion service for Sha-mails exchanged between Vodafone K.K. handsets, making it possible to send Sha-mails without using the @Sha-mail service. Furthermore, other domestic mobile operators have also enhanced their mail services, providing an environment where it is possible to send Sha-mails from Vodafone K.K. handsets to non-Vodafone K.K. operator handsets without using @Sha-mail and, as a result, Vodafone K.K. has decided to phase out the service.

At a later date Vodafone K.K. is planning to support Movie Sha-mail with its automatic image size conversion service.

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- Sha-mail, Movie Sha-mail and @Sha-mail are registered trademarks or trademarks of Vodafone K.K.
- Vodafone and Vodafone live! 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