

16 May 2005

## **Vodafone K.K. Extends Point Validity**

*Points acquired with Vodafone Mileage Service now valid for 5 years*

Vodafone K.K. announces today that the maximum validity of Vodafone Mileage Service points earned automatically for monthly billed amounts will be extended from three years to five years, thereby extending the validity date of points set at July 2002 to a maximum five years.

With Vodafone Mileage Service, customers earn 1 basic point per 100 yen (105 yen including tax) billed\* and additional bonus points when signed up to the Vodafone After-service charged service, making it possible to use accumulated points for discounts on handset upgrades (Point Upgrade). Points can be used in units of 500 for 1,000 yen (1,050 yen including tax) per 500 point discounts, and customers can also exchange points for accessories such as battery packs and chargers compatible with the handset currently in use.

By extending the maximum validity of Vodafone Mileage Service points to five years, customers will be able to use their accumulated points more effectively. Vodafone K.K. will strive to further enhance services for customers in the future.

\*Mileage points do not apply to clerical processing fees, charges for the 104 directory service, content information charges and other charges.  
The service is not available for prepaid handsets.

- Vodafone Mileage Service and Vodafone After-service are registered trademarks or trademarks of Vodafone K.K.
- Vodafone is a registered trademark 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 offers its customers rich content and roaming on 156 networks in 117 countries and regions. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)

\*Above data is current as of 30 April 2005.