

8 June 2005

Vodafone K.K. enlists new celebrities*New TV advertisements to go on air from the end of June*

Vodafone K.K. announces today that it has enlisted two Japanese celebrities, Junichi Okada and Misaki Ito, to promote Vodafone K.K. services in Japan. Junichi Okada and Misaki Ito will feature in new TV advertisements that are part of the current "Vodafone, beyond borders" ad campaign. Magazine, transportation advertisements and other forms of advertising will then follow the TV commercials.

The "Vodafone, beyond borders" ad campaign sends a message not only about Vodafone K.K.'s "3 Flat-rates" (Mail Flat-rate, Dual Packet Flat-rate, and Family Call Flat-rate), but also communicates Vodafone K.K.'s new image and ways of enjoying mobile communications with more freedom.

TV advertisements featuring Misaki Ito are scheduled to air from the end of June, and commercials with Junichi Okada are scheduled to begin in mid-July. Advertisements in newspapers, magazines and other media will begin from mid-June.

For profiles on the new celebrities, please see the attached appendices.

- Vodafone is a registered trademark of Vodafone Group Plc.
- Vodafone Group is the world's leading mobile carrier and as of the end of March 2005, had equity interests in 26 countries and 431.8m venture customers, with a further fourteen partner networks.

About Vodafone K.K.

Vodafone K.K. is a leading mobile operator in Japan with nearly 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 158 networks in 117 countries and regions. For more information, please visit www.vodafone.jp

*Above data is current as of 31 May 2005.

Vodafone K.K. Advertisement Celebrity Profile

Junichi Okada

Birthday: 18 November 1980

Age: 24

Main works

TV dramas

TBS's "Tiger & Dragon" (2005)

TBS's "Suekko Chonan Ane San-nin" (2003)

Fuji TV's "Engimono" (2003)

Fuji TV's "Ren-ai Hensachi" (2002)

TBS's "Kisarazu Cats Eye" (2002)

TV variety shows

TBS's "Gakko e Ikkou! MAX"

Fuji TV's "Viva Viva V6"

Movies

"Hana yori mo Nao" (scheduled for summer 2006 release)

"Hold Up Down" (scheduled for autumn 2005 release)

"Fly, Daddy, Fly" (scheduled for July 2005 release)

"Tokyo Tower" (2005)

"Kisarazu Cats Eye Japan Series" (2003)

"COSMIC RESCUE" (2003)

Stage

Theatre Cocoon's "Electra" (2003)

Vodafone K.K. Advertisement Celebrity Profile

Misaki Ito

Birthday: 26 May 1977

Age: 28

Main works

TV dramas

TBS's "Tiger & Dragon" (2005)

TBS's "Hotman 2" (2005)

Fuji TV's "Itoshi Kimi e" (2004)

Fuji TV's "Kunimitsu no Matsuri" (2003)

Fuji TV's "Tokyo Love Cinema" (2003)

Movies

"about love" (scheduled for September 2005 release)

"Tsuru Baka Nisshi 16" (scheduled for August 2005 release)

"Inu no Eiga" (2005)

"umineko" (2005)

"9 Souls" (2003)

"Juon" (2003)

"Yomigaeri" (2003)