

Notice

Vodafone K.K.

14 June 2005

Vodafone K.K. renews 3G Vodafone live! top menu*Latest news can be viewed on top page along with an easier to use menu*

Vodafone K.K. announces today that it will renew and enhance features of the 3G Vodafone live! top menu portal on 1 July 2005 to increase convenience for customers.

As one of the main features of the renewal, the Vodafone live! top menu will be divided into 3 page tabs—Home, Menu List, Search—for faster switching between sections so customers can easily find the content they are looking for.

When customers first access Vodafone live!, a Latest News section will be displayed in the upper part of the top page with 25 full-size characters that can be displayed as headlines (with news content provided by The Yomiuri Shimbun). At the Search page for official Vodafone live! content, in addition to conventional keyword searches, customers can easily filter their search by specifying categories to quickly find the content they are looking for. Popular keywords of the day are also displayed as "Today's Top 10 Words" by category both daily and weekly to make content searches easier and more enjoyable.

For more information on the Vodafone live! top menu renewal, please see the attached appendix.

*Top page for V801SA and V801SH handsets will be unchanged.

- ends -

- Chaku-Uta® is a registered trademark of Sony Music Entertainment Inc.

- Vodafone is a registered trademark of Vodafone Group Plc.

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.

3G Vodafone live! top menu renewal

1. Main changes

Vodafone live! top menu is divided into 3 page tabs—Home, Menu List, Search—for faster switching between sections.

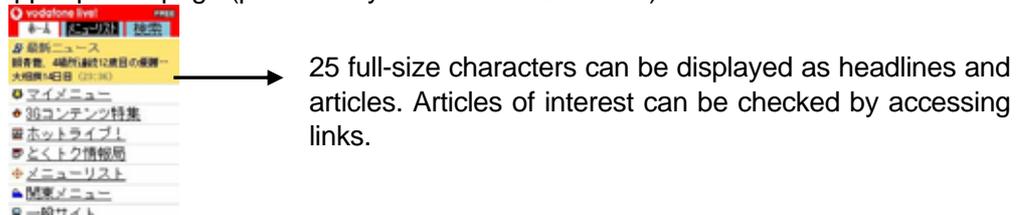


*Top page for V801SA and V801SH handsets will be unchanged.

2. Overview of pages

- Home characteristics

The first page a customer sees when accessing Vodafone live!. Latest News section will newly be displayed in upper part of page (provided by The Yomiuri Shimbun).



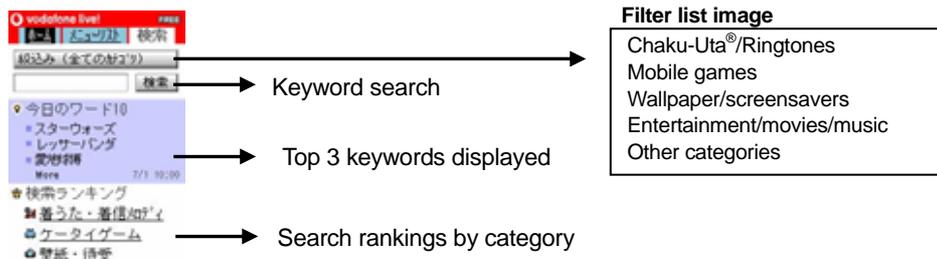
- Menu List page characteristics

Customers can choose from content categories such as ringtones, games and news to find the content they want. *Content in the Menu List will not be changed



- Search page characteristics

In addition to keyword search, customers can easily filter their search by specifying categories to quickly find the content they are looking for. In addition, popular keywords of the day are displayed as "Today's Top 10 Words" by category, both daily and weekly, to make content searches easier and more enjoyable.



3. Date of renewal

1 July 2005, 10am

*Images above may differ from actual ones

*Changes applicable to Japanese language content only.