

16 June 2005
Press Release

Japan Multimedia Services Corporation
Vodafone K.K.
TU-KA Cellular Tokyo Inc.
TU-KA Phone Kansai Inc.
TU-KA Cellular Tokai Inc.

Launch of “Smile Call”, a free104 number directory service for people with disabilities

Japan Multimedia Services Corporation, Vodafone K.K., TU-KA Cellular Tokyo Inc., TU-KA Phone Kansai Inc., and TU-KA Cellular Tokai Inc. today announce on 30 June 2005 they will launch “Smile Call”, a free 104 number directory service for people with disabilities to make mobile services even more convenient for them.

For details on Smile Call, please see the attached appendix.

*104 number directory services for Vodafone K.K., TU-KA Cellular Tokyo, TU-KA Phone Kansai, and TU-KA Cellular Tokai are offered by Japan Multimedia Services.

- ends -

Smile Call Overview

- Service content

104 number directory assistance and call charges: none

Normally assistance and call charges apply when calling 104 directory assistance from a mobile phone.

- Applicability

Customers who have appropriate identification that certifies them as having disabilities and have contracts with either Vodafone K.K. or the TU-KA Group.

- Application date

From 20 June 2005

- Service launch

From 9:00am, 30 June 2005

- Application method

A prior application to Japan Multimedia Services is required.

- 1) Call Japan Multimedia Services Smile Call Center at 047-390-7029, and request application materials. (Applications also accepted via 24 hour automatic voice service).
- 2) Agree to conditions for Smile Call Usage, and send application and necessary documents to Smile Call Center.
- 3) Japan Multimedia Services will examine documents to see if conditions are met, and then mail back the result.
- 4) Smile Call can be used after positive results are confirmed.

- Method of use

- 1) Dial 104 from a Vodafone K.K. or TU-KA contract mobile phone, and inform the operator of Smile Call use.
- 2) Operator will ask for name and confirm that it matches with the registered one.
- 3) Say the address of the individual or company that a number is desired for.