

Vodafone K.K. revises price plans for Vodafone Connect Card

Free communication allowance for Data Value Pack to be increased by 75% for the same price!

Vodafone K.K. announces today that on 1 August 2005 it will revise the price plans for its Vodafone Connect Card 3G (W-CDMA) data card service to offer customers greater ease-of-use and greater value for money.

Vodafone Connect Card is a product for use with notebook PCs, PDAs and other devices that enables internet access anywhere. Launched in April 2004, the service is currently available on the VC701SI (manufactured by SII) CompactFlash[®] (Type II) data card terminal with two price plans: Data Value Pack Super (monthly basic charge of 10,600 yen <11,130 yen including tax>) and Data Value Pack Regular (monthly basic charge of 5,800 yen <6,090 yen including tax>).

The price plans will be revised as follows:

- For greater value, the monthly basic charge for Data Value Pack Super will stay the same, while the free communication allowance will be increased by 75% (3,500,000 packets = approximately 427.2MB), and
- A new price plan positioned between Data Value Pack Super and Data Value Pack Regular will be introduced to offer more choice. For a monthly basic charge of 8,000 yen (8,400 yen including tax), Data Value Pack Middle comes with a free communication allowance of 1,500,000 packets.

Popular among individual and business customers, Vodafone Connect Card offers high-speed W-CDMA packet transmissions (up to 384kbps for downlinks*) as well as digital data communications of up to 64kbps. With these new revisions, Vodafone Connect Card will be of even greater value to customers, and the introduction of the Data Value Pack Middle will allow customers an even higher degree of customization to suit their needs.

For more information on Vodafone Connect Card price plan revisions, please see the attached appendices.

*Depending on the service area used in, communication speed may be a maximum 128kbps (max. 64kbps in some cases). Since the service is based on a Best Effort System, speeds may be slower or be disconnected depending on degree of network congestion and usage environment.

- ends -

- CompactFlash[®] is a registered trademark of SanDisk Corporation in the US.

- Vodafone Connect Card is a trademark of Vodafone K.K.

- Vodafone and the speech mark symbol are trademarks or registered trademarks 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 160 networks in 119 countries and regions. For more information, please visit www.vodafone.jp

*Above data is current as of 30 June 2005.

1. Revision Details

1) Data Value Pack Super revision

The existing Data Value Pack price plan will be revised as follows:

(revisions in outline bold)

	Current	Revised
Basic monthly charge	10,600 yen (11,130 yen incl. tax.)	10,600 yen (11,130 yen incl. tax)
Free communication allowance	30,000 yen (31,500 yen incl. tax) 2,000,000 packets (=approx. 244.1MB)	42,000 yen (44,100 yen incl. tax) 3,500,000 packets (=approx. 427.2MB)
Packet communication charge	0.015 yen/packet (0.01575 yen/packet incl. tax)	0.012 yen/packet (0.0126 yen/packet incl. tax)
64K digital communications charge	40 yen/minute (42 yen/minute incl. tax)	40 yen/minute (42 yen/minute incl. tax)

*When free communication allowance is exceeded, packet communication charges or 64K digital communication charges are added to the basic monthly charge according to usage.

*Free communication allowance packet amounts shown for when using only packet communications.

*64K digital communications charges are 1.8 times higher than the charges listed above when using Access Internet.

2) Data Value Pack Middle introduction

Data Value Pack Middle will be added as a new price plan:

	Data Value Pack Middle
Basic monthly charge	8,000 yen (8,400 yen incl. tax)
Free communication allowance	22,500 yen (23,625 yen incl. tax) 1,500,000 packets (=approx. 183.1MB)
Packet communication charge	0.015 yen/packet (0.01575 yen/packet incl. tax)
64K digital communications charge	60 yen/minute (63 yen/minute incl. tax)

*When free communication allowance is exceeded, packet communication charges or 64K digital communication charges are added to the basic monthly charge according to usage.

*Free communication allowance packet amounts shown for when using only packet communications.

*64K digital communications charges are 1.8 times higher than the charges listed above when using Access Internet.

2. Date of Revision

1 August 2005

*Customers subscribing to Data Value Pack Super prior to 31 July 2005 will have price plan revisions applied effective 1 August.

*After 1 August 2005, new customers or customers who change contracts to Data Value Pack Super and Data Value Pack Middle will have charges apply on the day of application (customers signing up within the month will have basic monthly charges and free communication allowances will be prorated from the first day of the contract).

*Existing Vodafone 3G customers changing to Data Value Pack or Data Value Pack Middle from 1 August 2005 will have changes applied in the next billing month.

(revisions in bold outline)

	Data Value Pack Super	Data Value Pack Middle	Data Value Pack Regular
Basic monthly charge	10,600 yen (11,130 yen incl. tax)	8,000 yen (8,400 yen incl. tax)	5,800 yen (6,090 yen incl. tax)
Two-Year Discount	7,950 yen (8,347.5 yen incl. tax)	6,000 yen (6,300 yen incl. tax)	4,350 yen (4,567.5 yen incl. tax)
Yearly Discount	9,010 yen (9,460.5 yen incl. tax)	6,800 yen (7,140 yen incl. tax)	4,930 yen (5,176.5 yen incl. tax)
Free communication allowance	42,000 yen (44,100 yen incl. tax) 3,500,000 packets (= approx. 427.2MB)	22,500 yen (23,625 yen incl. tax) 1,500,000 packets (=approx. 183.1MB)	8,000 yen (8,400 yen incl. tax) 320,000 packets (=approx. 39MB)
Packet communication charge	0.012 yen/packet (0.0126 yen/packet incl. tax)	0.015 yen/packet (0.01575 yen/packet incl. tax)	0.025 yen/packet (0.02625 yen/packet incl. tax)
64K digital communications charge	40 yen/minute (42 yen/minute incl. tax)	60 yen/minute (63 yen/minute incl. tax)	80 yen/minute (84 yen/minute incl. tax)

*When free communication allowance is exceeded, packet communication charges or 64K digital communication charges are added to the basic monthly charge according to usage.

*Free communication allowance packet amounts shown for when using only packet communications.

*64K digital communications charges are 1.8 times higher than the charges listed above when using Access Internet.

*Cannot be combined with Happy Bonus, Yearly Discount (excluding Yearly Discount for Data Value Packs), Long-Term Discount, Family Discount, Designated Number Discount, Mail Flat-rate, Dual Packet Flat-rate, Packet Economy, Happy Packet, and Priority Support. Automatic Carry-over does not apply to free communication allowances with the Data Value Pack price plans..

Discount Services for Data Value Pack price plans

Two-Year Discount (for Data Value Packs)	Offers 25% off monthly basic charges by signing up for a two-year contract
Yearly Discount (for Data Value Packs)	Offers 15% off monthly basic charges by signing up for a one year contract

*If the Two-Year Discount or Yearly Discount are cancelled outside the renewal month, a 10,000 yen (10,500 yen incl. tax) cancellation fee applies to Two-Year Discount subscribers and a 4,000 yen (4,200 yen) cancellation fee applies to Yearly Discount subscribers. (Renewal months: Two-Year Discount [25th month, 49th month, ...], Yearly Discount [13th month, 25th month, ...])

*Applicable discount services: Corporate Discount on Multiple Lines, Volume Discount.

Reference: Free communication allowance estimates

	Data Value Pack Super	Data Value Pack Middle	Data Value Pack Regular
For web news pages with 150KB per page	Approx. 2,916 pages (approx. 97 pages/day)	Approx. 1,250 pages (approx. 41 pages/day)	Approx. 266 pages (approx. 8 pages/day)
For mails of 50KB in size including attachments	Approx. 8,750 mails (approx. 291 mails/day)	Approx. 3,750 mails (approx. 125 mails/day)	Approx. 800 mails (approx. 26 mails/day)

*The free communication allowance is for packet communications only and the above figures are estimates