

Vodafone K.K. releases the light and compact V302SH

Special Ferrari Edition model to go sale from 9 September 2005

Vodafone K.K. today announces that on 19 August 2005 it will commence nationwide sales of the V302SH PDC (2G) handset by Sharp. In addition, a special V302SH Ferrari Edition model customised with the Ferrari logo and colours will be available nationwide from 9 September.

The V302SH is a compact and stylish handset that fits snugly into the palm of one's hand, weighing in at only 90 grams. Despite its compact size, the handset supports sophisticated features like Mobile ASV LCD for superior display and wide-angle viewing and Simple Mode for easy operation by beginners and the elderly.

The V302SH Ferrari Edition model not only comes in Ferrari red with the Ferrari logo on the front of the handset, but also features actual Ferrari F1 driver and car graphics display screens for standby, menu, calling and messaging, and with actual Ferrari F1 engine sound effects, customers will feel as if they are in the world of Ferrari at the race track when using the V302SH.

The main features of the V302SH are as follows:

- Compact and stylish model that snugly fits into the palm of one's hand weighing only 90 grams
- Mobile ASV LCD for superior display and wide-angle viewing
- Customisable screens and icons
- Simple Mode which displays often-used functions in large fonts for ease-of-use by beginners and the elderly

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- 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 163 networks in 120 countries and regions. For more information, please visit www.vodafone.jp *Above data is current as of 31 July 2005.

V302SH

(Manufactured by Sharp)



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Silky White



Elegant Black

V302SH Ferrari Edition

(Manufactured by Sharp)



Ferrari

OFFICIAL LICENSED PRODUCT