

1 September 2005

## **Vodafone K.K. launches Music Search service**

*Customers can now easily find Chaku-Uta® from their favourite artists*

Vodafone K.K. announces today that on 1 September 2005 it launched a new Music Search service on its mobile internet service Vodafone live!, so customers can find Chaku-Uta®, Chaku-Uta® Long Version, and Chaku-Uta Full® music tracks faster and with greater ease.

For the price of communication charges alone, the Music Search service lets customers search Chaku-Uta® and Chaku-Uta Full® music track content by artist name. After inputting the artist's name (even partially) in either *kanji*, *hiragana*, alphabetical letters or numbers, Vodafone live! official artist song content is searched according to a given keyword and links to artist information pages are displayed.

Artist information pages give a list of content sites that offer the artist's tracks so customers can quickly download\*<sup>1</sup> the tracks they want, and obtain related information\*<sup>2</sup> on live performances and upcoming events. Content is searched\*<sup>3</sup> according to the music tracks that can be downloaded by a customer's Vodafone K.K. handset\*<sup>4</sup>.

\*<sup>1</sup> Downloads of Chaku-Uta® and Chaku-Uta Full® music tracks require separate information and communications charges.

\*<sup>2</sup> Artist information pages are offered by content providers. Information differs according to content provider.

\*<sup>3</sup> Some content not applicable to search.

\*<sup>4</sup> As of 1 September 2005, compatible handsets are as follows. Chaku-Uta® compatible: V8/V6/V5 series handsets (excluding the V601N and V601SH), Chaku-Uta® Long Version compatible: 902/802/702 series handsets, Chaku-Uta Full®: 903SH and 703SH handsets

- ends -

- Chaku-Uta® and Chaku-Uta Full® are registered trademarks of Sony Music Entertainment Inc.

- Vodafone and Vodafone live! are registered trademarks or trademarks of Vodafone Group Plc.

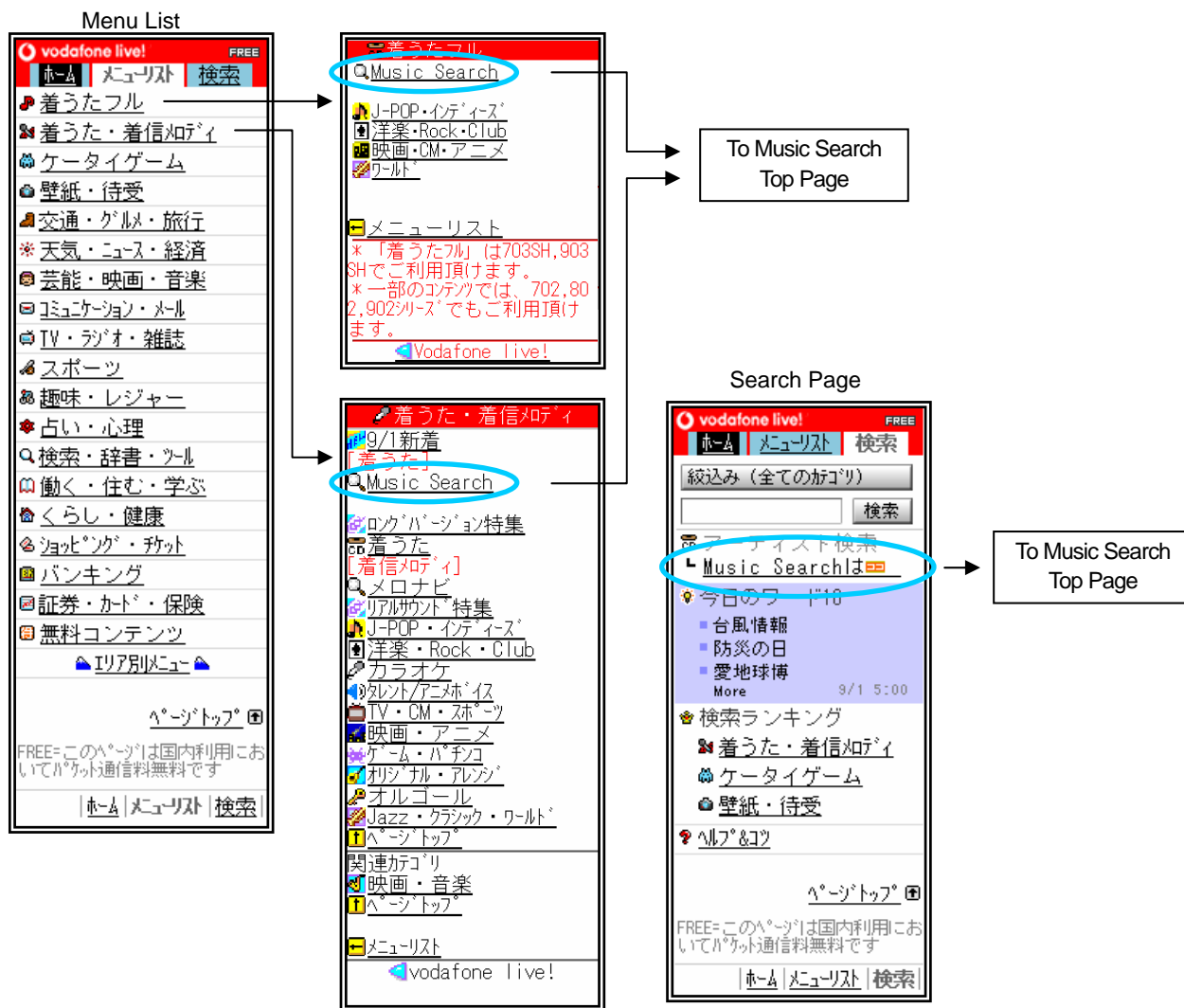
### **About Vodafone K.K.**

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](http://www.vodafone.jp)

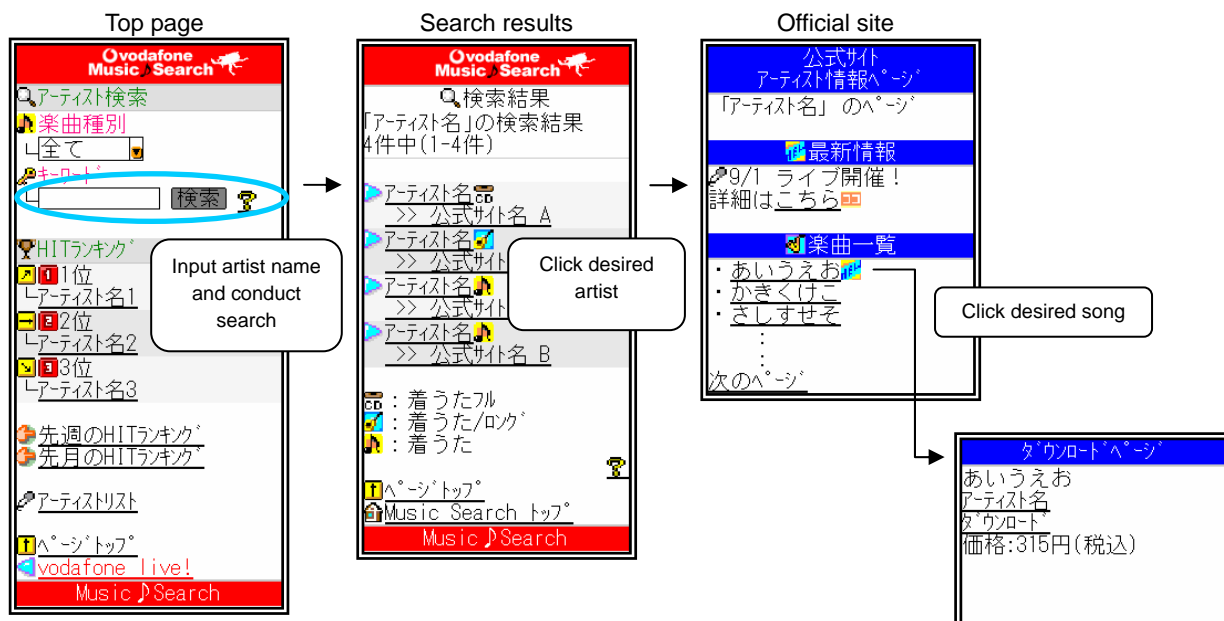
\*Above data is current as of 31 July 2005.

## Vodafone K.K. Music Search screen images

### 1. Access from Menu List, Search page



### 2. Music Search Top Page



\*Above are simulated screens for Vodafone K.K. 3G handsets (excluding the V8 series) and differ from actual screens. Service is available in Japanese only.