

26 September 2005

Vodafone K.K. to expand prepaid service

New recharge method and exclusive prepaid handset to be introduced

Vodafone K.K. announces today that from 17 October 2005 it will offer a new service for its Vodafone Prepaid Service which will allow customers to recharge their prepaid mobile phones at bank ATMs (Automated Teller Machines) or via internet banking. This service will be available to all Vodafone Prepaid Service customers except for those using the Pj prepaid service offered mainly in the Tokai region. This service will be Japan's first* that allows customers to recharge their prepaid mobile phones at ATMs of financial institutions.

Previously, customers could only recharge their prepaid mobile phones by either purchasing prepaid cards or by using Prepaid Online Recharge on the Vodafone K.K. website. Using the electronic payment system 'Pay-easy', customers will now be able to recharge their prepaid mobile phones at financial institution ATMs by using their bank cards or cash, and also via internet or mobile banking. Pay-easy is a payment service that uses the Multi-Payment Network system, which was developed by the Japan Multi-Payment Network Management Organization, a group mainly comprised of financial institutions.

Customers can apply to recharge their prepaid mobile phone by calling 1400, the Vodafone Prepaid Service Center, from their prepaid handset and entering the recharge amount. A mail will immediately be sent to the customer's prepaid handset with a corporate number (Vodafone K.K. specific number) and confirmation number (application receipt number). By using an ATM or internet banking site, the recharge is then completed by entering the corporate number and confirmation number.

Vodafone K.K. will also offer a new colour variation (yellow) of the V302SH (by Sharp) as a new exclusive prepaid handset from early October nationwide. The V302SH is a compact and stylish handset that fits snugly into the palm of one's hand weighing in at only 90 grams. The handset features a Mobile ASV LCD for clear and wide-angle viewing and enhanced functions such as Simple Mode for easy operation by beginners and the elderly.

Vodafone K.K. offers prepaid services to meet the needs of customers who want to directly control their communications expenditure. In order to ensure the continued safe use of these services, Vodafone K.K. is asking for the cooperation of all prepaid mobile phone customers to register their ID information to help prevent the inappropriate use of prepaid mobile phones in Japan. Customers are asked to register their information by the end of October 2005, following which, prepaid services of customers who fail to register will be successively suspended from November.

For more information on the new recharge service, a list of cooperating financial institutions and the exclusive prepaid handset, please see the attached appendices.

*As of 26 September 2005 (according to Vodafone K.K.)

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- Vodafone, Vodafone live! and the speech mark symbol are trademarks or registered trademarks of Vodafone Group Plc.

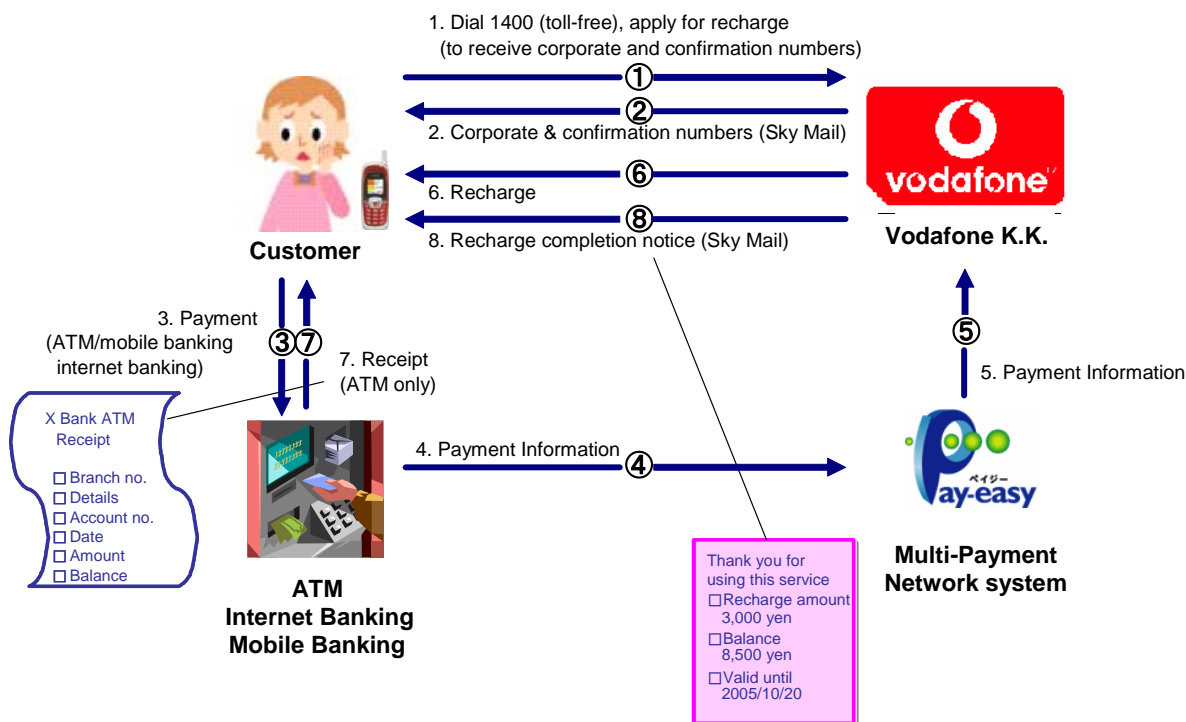
- Sky Mail, Vodafone Prepaid Service, Pj and Prepaid Online Recharge are trademarks or registered trademarks of Vodafone K.K.

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 169 networks in 121 countries and regions. For more information, please visit www.vodafone.jp

*Above data is current as of 31 August 2005.

1. Overview of recharge service using Pay-easy



2. List of financial institutions scheduled to offer the recharge service using Pay-easy at launch

Institution	Internet	Vodafone live!	ATM	Institution	Internet	Vodafone live!	ATM
Mizuho	○	○	○	Juroku	○	○	×
Tokyo Mitsubishi	○	○	×	Kyoto	○	○	×
UFJ	○	×	×	Kiyo	○	○	×
Sumitomo Mitsui	○	○	×	Tottori	○	○	×
Resona	○	○	○	Chugoku	○	○	×
Saitama Resona	○	○	○	Hiroshima	○	○	×
Hokkaido	○	○	×	Fukuoka	○	×	×
Aomori	○	○	×	Saga	○	○	×
Michinoku	○	×	×	Towa	○	○	○
Chiba	×	×	○	Tochigi	○	○	×
Tokyo Tomin	○	○	×	Keiyo	○	×	○
Yokohama	○	○	×	Higashi-Nippon	○	○	×
Hokuetsu	○	○	×	Chukyo	○	×	×
Hokuriku	○	○	×	Daisan	○	×	×
Hokkoku	○	○	×	Shinkin	○	○	×
Fukui	○	○	×	Shinyo Kumiai	○	○	×
Suruga	○	○	×	Rokin	○	○	×
Ogaki Kyoritsu	○	○	×	Post Office	○	○	*

*This service is scheduled to be available at post office ATMs from January 2006.

- Vodafone K.K. will progressively increase the number of financial institutions offering this service
- Vodafone live! mobile internet service is not available on prepaid mobile phones

Main Specifications of the V302SH

Size (width x height x thickness)		Approx. 46 x 92 x 24 mm (when folded)
Weight		Approx. 90g
Continuous talktime/standby time		Approx. 140 min./approx. 450 hrs.
Display	Main	2.0 inch (240 x 320 pixels), Mobile ASV TFT (max. 260,000 colours)
	Sub	1 line, 6 full-sized characters (12 x 72 pixels) monochrome LCD
Mobile camera	Pixels/type	310,000 effective pixels/CMOS
	Zoom	Max. 4x digital zoom
	Max. photo size	480 x 640 pixels
Max. character display (full size, display of received mails)		50 chars.(10 chars. x 5 lines), 100 chars.(10 chars. x 10 lines, standard), 400 chars. (20 chars. x 20 lines)
Max. mail capacity (received/sent)		1,500/480*
Max. photo capacity (no. of photos)		8MB, shared (max. approx. 1,600*)
External memory		Not supported
Polyphonic ring tone voices		40
Colour		Yellow (exclusive colour for prepaid)

*Saving capacity depends on file sizes.

V302SH

Yellow
(by Sharp)

