

31 October 2005

Vodafone K.K. launches Love Photo Contest*Several campaigns to be launched in conjunction with the introduction of Love Flat-rate*

Vodafone K.K. announces today that from 1 November 2005 it will launch a number of campaigns in conjunction with the introduction of 'Love Flat-rate', the fourth in a series of flat-rates from Vodafone K.K. A special Love Flat-rate website, www.love-teigaku.jp (Japanese only), with campaign details and all the latest information will also be launched on 1 November. The highlight of this website will be the serialisation^{*1} of Hitonari Tsuji's new romance novel 'Aitai hito ga iru.', a story about the importance of communicating with the person you love.

Love Flat-rate is Japan's first^{*2} mobile service that allows customers to call and send mail^{*3} to a designated Vodafone K.K. phone number without limitations for a monthly fixed charge of 300 yen (315 yen including tax)^{*4}. With the new introduction of this fourth Flat-rate in addition to the popular '3 Flat-rates' (Mail Flat-rate, Dual Packet Flat-rate, Family Call Flat-rate), Vodafone K.K. continues to offer richer communication to customers.

The following 4 campaigns will be launched:

1. Love Photo Contest: A nationwide contest for the best affectionate photograph of a customer with 'the most important person' to them. Grand prize of 2 million yen and a prize pool of 10 million yen.
2. Love Flat-rate Launch Campaign: Win an invitation to an exclusive preview or a DVD Box Set of 'Titanic Ultimate Edition' with never-before-seen scenes and an alternative ending.
3. 'Love-Love' Content Present: Win Vodafone live! content with a love theme, such as digital comics, Chaku-Uta Full[®] full track music downloads and V-appli content (Java[™] applications).
4. Vodafone Flat-rate Fair: Up to 3,000 yen (3,150 yen including tax) off the retail price of a Vodafone K.K. handset for subscriptions to any 1 of the 4 Flat-rates and 'Vodafone Happy Bonus'.

*1: The prologue will be available from 1 November 2005; the first chapter is scheduled to be available from 7 November.

*2: As of 31 October 2005 (according to Vodafone K.K.).

*3: Applies to mails exchanged via Vodafone K.K. phone numbers. V8 series 'VGS Mail' and J-5x/V6/V5 series 'Super Mail' are not applicable.

*4: Separate basic monthly charges apply.

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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 in 122 countries and regions on 169 networks. For more information, please visit www.vodafone.jp

*Above data is current as of 30 September 2005.