

19 December 2005

Vodafone K.K. to add Missed Call Notification service to 3G Voice Mail*New service notifies customers by SMS of calls received while out of range or when power is off*

Vodafone K.K. announces today that on 14 February 2006 it will add a new Missed Call Notification function to its Voice Mail service for 3G handsets. Customers with Voice Mail turned on will automatically receive free SMS notifications on calls they receive while their handset is turned off or out of range as soon as their handset goes on line again*¹.

The SMS notifications have information on the dates, times and phone numbers of received calls*², and include the Voice Message Centre phone number if a message has been left on Voice Mail, making it easy for customers to return calls or check their voice mails. Missed Call Notification makes Vodafone K.K. 3G handsets even more convenient for customers as they will be able to check received calls that formerly did not register in their call logs.

The Missed Call Notification service will be available free of charge as an added function to the Voice Mail service for 3G customers. A new toll-free*³ dedicated number, 1414, will be set up at the time of launch so customers can turn the service on or off*⁴, adjust notification acquisition rules (only notify calls with displayed numbers or notify all calls*¹), and change notification languages (Japanese or English) and guidance languages (Japanese or English).

Vodafone K.K. aims to offer richer communication to customers by enhancing the convenience of its services.

*1: This function will try to send SMS notifications for up to 48 hours from when calls are received. Also no notification is sent when there is no message left for a call forwarded to Voice Mail after being first registered to handset memory, and when a caller number is withheld and no message is left.

*2: There is no phone number display if there is no number notification from incoming caller.

*3: International call rates apply when calling from overseas (+81-90-665-14191).

*4: Customers purchasing Vodafone K.K. 3G handsets from 14 February 2006 onward will have the function turned on by default. Customers with handsets before this date will have the function turned off by default and are required to call 1414 from 14 February onward to change settings.

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- Vodafone is a registered trademark of Vodafone Group Plc.

About Vodafone K.K.

Vodafone K.K. is a leading mobile operator in Japan with over 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 129 countries and regions on 180 networks. For more information, please visit www.vodafone.jp

*Above data is current as of 30 November 2005.