News release

18 January 2006

Vodafone K.K. unveils new mobile handset lineup for spring 2006
4 models including the world's thinnest 3G handset[1] *by Samsung Electronics*

Vodafone K.K. today announces the launch of 4 new models for the spring 2006 sales season. The 2G (PDC) V403SH by Sharp will be available from late February, and the Vodafone 804SS by Samsung Electronics, Vodafone 804N by NEC and Vodafone 904T by Toshiba will be available as new 3G handsets from mid-March. The debut of the 804SS represents Samsung's entry into the Japanese mobile handset market. The main features of the handsets are as follows.

V403SH
- Compact, square-shaped clamshell model with a modern European-style striped design
- 2.2-inch Mobile ASV LCD and 2 megapixel camera, enriched basic functions for ease-of-use

Vodafone 804SS
- The world's thinnest 3G handset[1] at just 14.9mm, 2.3-inch QVGA main LCD display, colour sub-display LCD, 2 cameras, stereo twin speakers, and music features
- Supports Deru Moji 3D Pictogram Display for pop-up 3D animations in received messages

Vodafone 804N
- Light and compact body with approx. 450MB of handset memory for saving up to 1,000[2] music tracks and playback capability while the handset is closed
- Supports international roaming, video calls, Vodafone live! BB and new 3G services like Vodafone live! CAST and Deru Moji 3D Pictogram Display

Vodafone 904T
- Multifunctional "Grip Style" design with 180-degree reversible main LCD
- Flagship model that fully supports the latest 3G services, 3.2 megapixel camera and music player

Adding these four models to the previously announced the Vodafone 804SH (3G) by Sharp and the V502T (2G) by Toshiba, Vodafone K.K. will have a total of 6 new models for the spring 2006 sales season.

For more information on the V403SH, Vodafone 804SS, Vodafone 804N and Vodafone 904T, please see the attached appendices.

*1 Among clamshell 3G handsets as of 18 January 2006 (according to Samsung Electronics)
*2 Number of music tracks that can be managed regardless of amount of free handset memory

- ends -

- As of 18 January 2006 voice roaming is available on GSM networks in 130 countries and regions, with Vodafone live! internet roaming in 56 of them. In addition, 3G (W-CDMA) voice roaming is available on networks in 23 countries and regions abroad, with Vodafone live! roaming in 21 and video call roaming available in 7 of them.
- Vodafone, Vodafone live! 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 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 130 countries and regions on 182 networks. For more information, please visit www.vodafone.jp   *Above data is current as of 31 December 2005.

V403SH by Sharp

1. Main features (planned)

- <u>Compact, square-shaped clamshell model with a modern European-style striped design</u>
  The V403SH sports a modern European and compact design, with a sophisticated striped exterior suited for adult tastes, while its thin, square shape fits well in a handbag or pocket. With its sleek rear panel and easy-to-use square keypad layout, the V403SH strikes the right balance between form and function.

- <u>2.2-inch Mobile ASV LCD and 2 megapixel camera</u>
  The V403SH comes equipped with a wide-angle-view 2.2-inch Mobile ASV LCD and the back of the handset features a 2.02 megapixel CCD mobile camera. The camera can take photos in resolutions of up to 1,224 x 1,632 pixels and comes with a variety of functions such as zoom, burst, and timer.

- <u>Enriched basic functions for ease-of-use</u>
  The V403SH comes with a host of mail features such as a one-touch function that calls up new message composition screens addressed to frequently-mailed registered contacts, and received mail viewing when composing replies. The predictive text software has been upgraded to "Keitai Shoin 4" for even easier text entry. Functions for beginners and mature users are also available, such as large font display of frequently used functions, "Simple Mode", and "One-touch Large Font Mode", which customers can turn on by holding down the mail button.

2. Main specifications (planned)

Network		PDC (2G)
Size (Width x Height x Thickness)		Approx. 46.6 x 93 x 21mm (when folded)
Weight		Approx. 105g
Continuous talktime/ standby time		Approx. 140 min. / approx. 450 hrs. (when folded)
Display	Main	2.2-inch (240 x 320 pixel) Mobile ASV LCD (max. 260,000 colours)
	Sub-display	1 line, 6 full characters (12 x 72 pixel) monochrome LCD
Mobile camera/ type		2.02 million effective pixels/CCD
External memory		miniSD™ Memory Card (32MB included)
Other main functions		V-appli (50K Appli), Custom Screens, Weather indicator, IrDA, Bilingual menus, QR code reading/composition, Voice recorder
Colour variations		Red Stripe (pictured), Black Stripe, Blue Stripe

3. Availability

From late February 2006

*Above specifications are subject to change as the V403SH is currently under development.

- The V403SH is for use in Japan only on Vodafone K.K.'s PDC (2G) network.
- miniSD is a trademark of the SD Association.
- QR Code is a registered trademark of Denso Wave Incorporated.
- Powered by JBlend™, ©1997-2005 Aplix Corporation. All rights reserved.
- Java and Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc. in the U.S. and other countries.
- JBlend and all JBlend-based trademarks and logos are trademarks or registered trademarks of Aplix Corporation in Japan and other countries.
- V-appli compatible handsets are powered by JBlend®, developed by Aplix Corporation, to speed up the execution of Java™ applications.
- Custom Screens and V-appli are trademarks of Vodafone K.K.

Vodafone 804SS by Samsung Electronics

1. Main features (planned)

- World's thinnest 3G handset* at just 14.9mm, with full feature set and music functions
  The Vodafone 804SS is the world's thinnest 3G handset*, measuring just 14.9mm, and is also Vodafone K.K.'s lightest 3G handset at 105g. The handset's slim body houses a 2.3-inch QVGA main LCD, a 1.07-inch colour sub-display, a 1.30 megapixel camera and a VGA sub-camera, stereo side twin speakers, and other full hardware specifications. The Vodafone 804SS also comes with 140MB of handset memory and dedicated music keys on its exterior so customers can enjoy downloaded Chaku-Uta Full® music tracks or songs ripped from CDs by transferring them via PCs.
  *Among clamshell 3G handsets as of 18 January 2006 (according to Samsung Electronics)

- Supports Deru Moji 3D Pictogram Display for pop-up 3D animations in mails
  The Vodafone 804SS supports Deru Moji 3D Pictogram Display, which shows pop-up 3D animations in received messages, and other standard 3G services like video calls and international roaming.

- Document viewer for Microsoft® Word, Microsoft® Excel and other documents
  A great business tool, the Vodafone 804SS comes with a document viewer that can zoom in or out of Microsoft® Word, Microsoft® Excel, and PowerPoint® documents so customers can check business materials on the go without carrying a notebook PC.

2. Main specifications (planned)

Network	Japan	W-CDMA
	Abroad	W-CDMA, GSM (900/1800/1900 MHz)
Size (Width x Height x Thickness)		Approx. 50.5 x 99 x 14.9mm (when folded)
Weight		Approx. 105g
Continuous talktime/ standby time	W-CDMA	Approx. 155 min./approx. 290 hrs. (when folded) (preliminary)
	GSM	Approx. 200 min./approx. 300 hrs. (when folded) (preliminary)
Display	Main	2.3-inch (240 x 320 pixel) TFT LCD (max. 260,000 colours)
	Sub-display	1.07-inch (128 x 128 pixel) TFT LCD (max. 65,000 colours)
Mobile camera/ Type	Main	1.30 million effective pixels/CMOS
	Sub	300,000 effective pixels/CMOS
External memory		-
Other main functions		V-appli (Mega Appli), Mail Art, USB connectivity, PC Link, Bluetooth®, Macromedia® Flash™, IrDA, Bilingual menus
Colour variations		Black (pictured), Orange (colour names are not final)

3. Availability

From mid-March 2006

*Above specifications are subject to change as the Vodafone 804SS is currently under development.

- Chaku-Uta Full® is a registered trademark of Sony Music Entertainment Inc.
- Microsoft® Word and Microsoft® Excel are Microsoft Corporation product names.
- Microsoft and PowerPoint® are registered trademarks of Microsoft Corporation in the U.S. and other countries.
- Bluetooth word mark is owned by the Bluetooth SIG, Inc. and any use of such mark by Vodafone K.K. is under license.
- Macromedia® Flash™ is a registered trademark of Adobe Systems, Inc. in the U.S. and other countries.

Vodafone 804N by NEC

1. Main features (planned)

- <u>Light and compact body with approx. 450MB of handset memory for saving up to 1,000 music tracks and playback capability while the handset is closed</u>
  The Vodafone 804N is a compact music mobile that features "Music Assist Buttons" underneath its external sub-display for easy music listening even while the handset is closed. With approximately 450MB of handset memory, customers can save up to 1,000 music tracks that are either Chaku-Uta Full® downloads or CD ripped tracks transferred from PCs to memory cards. The Vodafone 804N can also play music in the background while customers check their messages and schedules, and supports microSD cards (sold separately) of up to 512MB.

- <u>Supports new 3G services like Vodafone live! CAST and Deru Moji 3D Pictogram Display</u>
  In addition to supporting standard Vodafone K.K. 3G services like international roaming, video calls, and Vodafone live! BB, the Vodafone 804N also supports the latest 3G services like Vodafone live! CAST and Deru Moji 3D Pictogram Display for a complete 3G experience.

- <u>microSD card support and USB memory function</u>
  The Vodafone 804N comes with a slot for ultra-small (11 x 15 x 1mm) microSD cards, which complements its large amount of handset memory for even greater data storage. The Vodafone 804N also supports USB memory functions so customers can read or write data to a microSD cards (sold separately) using PCs and the bundled USB cable.

2. Main specifications (planned)

Network	Japan	W-CDMA
	Abroad	W-CDMA, GSM (900/1800/1900 MHz)
Size (Width x Height x Thickness)		Approx. 48 x 93 x 23mm (when folded)
Weight		Approx. 115g
Continuous talktime/ standby time	W-CDMA	Approx. 180 min./approx. 250 hrs. (when folded)
	GSM	Approx. 260 min./approx. 210 hrs. (when folded)
Display	Main	2.2-inch (240 x 320 pixel) TFT LCD (max. 65,536 colours)
	Sub-display	0.9-inch (64 x 96 pixel) STN LCD (max. 4,096 colours)
Mobile camera/ Type	Main	2.00 million effective pixels/CMOS
	Sub	100,000 effective pixels/CMOS
External memory		microSD card (not included)
Other main functions		V-appli (Mega Appli), Mail Art, USB connectivity, PC Link, Bluetooth®, Bilingual menus,QR code reading
Colour variations		Plumeria White (pictured), Coral Pink, Lapis Blue

3. Availability

From mid-March 2006

*Above specifications are subject to change as the Vodafone 804N is currently under development.

Vodafone 904T by Toshiba

1. Main features (planned)

*   Multifunctional "Grip Style" design with 180-degree reversible main LCD
    The Vodafone 904T's "Grip Style" design allows the main display to be rotated 180 degrees, enabling customers to use the display as a large camera viewfinder while the handset is closed. "Grip Style" is also convenient for for checking messages, browsing the web and viewing maps on Vodafone live! NAVI.

*   3.2 megapixel camera, music player and other entertainment functions
    The Vodafone 904T comes equipped with a 3.20 megapixel camera and a music player that supports Chaku-Uta Full® and playback of CD ripped tracks transferred from PCs to memory cards. The stereo side speakers and surround equalizers make for an even more realistic audio experience. A "Comic Viewer" V-appli for viewing e-comics also comes pre-installed, along with 7 comics.

*   Flagship model that fully supports the latest 3G services
    In addition to Vodafone live! FeliCa, Vodafone live! NAVI and Vodafone live! BB, the Vodafone 904T supports the latest 3G services like Vodafone Address Book, which makes it possible to back up address book data to a dedicated network server, Vodafone live! CAST, a service that delivers magazine-like content to handsets overnight, and Deru Moji 3D Pictogram Display, a function that shows pop-up 3D animations in received mails.

2. Main specifications (planned)

Network	Japan	W-CDMA
	Abroad	W-CDMA, GSM (900/1800/1900 MHz)
Size (Width x Height x Thickness)		Approx. 50 x 112 x 26mm (when folded)
Weight		Approx. 146g
Continuous talktime/ standby time	W-CDMA	Approx. 180 min./approx. 400 hrs. (when folded)
	GSM	Approx. 290 min./approx. 270 hrs. (when folded)
Display	Main	2.4-inch (240 x 320 pixel) TFT LCD (max. 260,000 colours)
	Sub-display	1.16-inch (33 x 160 pixel) STN LCD (4 step)
Mobile camera/ type	Main	3.20 million effective pixels/MOS
	Sub	310,000 effective pixels/CMOS
External memory		miniSD™ Memory Card (not included)
Other main functions		V-appli (Mega Appli), Mail Art, USB connectivity, PC Link, Bluetooth®, IrDA, QR code reading, Bilingual menus, Mobile Rupo™ text entry, Electronic dictionary
Colour variations		Forest Green (pictured), Urban Silver, Canyon Red

3. Availability

    From mid-March 2006

    *Above specifications are subject to change as the Vodafone 904T is currently under development.

- FeliCa is the contactless IC card technology developed by Sony Corporation.
- FeliCa is a registered trademark of Sony Corporation.

V403SH

Red Stripe

(Manufactured by Sharp)

Vodafone 804SS

Black

(colour name not final)

(Manufactured by

Samsung Electronics)

Vodafone
804N

Plumeria White

(Manufactured by NEC)

Vodafone
904T

Forest Green

(Manufactured by Toshiba)