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Vodafone K.K. to launch Vodafone Address Book

Offering customers an easy way to back up their contact data

Vodafone K.K. today announces the launch of "Vodafone Address Book", a service for new 3G handsets that lets customers back up their address books to a dedicated network server. Vodafone Address Book will debut alongside the mid-March 2006 rollout of the first compatible handset, the Vodafone 904T by Toshiba.

Customers who sign up to Vodafone Address Book no longer have to worry about losing their address book data if their handset is lost or broken. The service is also convenient for transferring address book data to a newly upgraded handset, making Vodafone K.K. 3G handsets even easier to use.

A host of other convenient functions are also available with Vodafone Address Book. If customers register birthday information in their address book, birthday reminders are sent automatically by SMS when corresponding birthdays draw near. Customers can also edit backed-up address books online by using a PC with an internet connection.

Vodafone Address Book performs SyncML protocol* synchronizations using a CSK Systems-developed system that is powered by Intellisync Corporation's Sync server.

Vodafone K.K. plans to introduce more compatible handsets. For more information on Vodafone Address Book, please see the attached appendix.

* Standard data synchronization protocol developed by the Open Mobile Alliance (OMA) industry standards body.

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- Vodafone 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.

Vodafone Address Book

1. Service overview

Accessible from the handset menu, Vodafone Address Book backs up handset address book data to a dedicated network server. Address data can also be downloaded from the network server to a handset.

2. Function overview

- List of functions

Address book backup	Address book data on a handset can be backed up to the network server. Three backup methods are available* ¹ .
Address book download	Address book data can be downloaded from the network server to a handset. Three download methods are available* ¹ .
Birthday notification	Customers are sent birthday reminders by SMS when the day draws close if they register birthday data to their contacts* ² .
Online editing	Address book data on the network server can be edited online via a PC with an internet connection.
Import and export	Address book data on the network server can be downloaded to a PC. Address book data on PC can also be uploaded to a network server.

*1 See "List of supported synchronizations" below

*2 Birthday notification can only be activated online by using a PC with an internet connection

- List of supported synchronizations

Normal synchronization	Backup/ download	Two-way synchronization between handset and network server that synchronizes updated address book data.
One-way handset synchronization	Backup	Address book data updated on a handset is synchronized to the network server.
Backup to server	Backup	All address book data on a handset overwrites address book data on the network server.
One-way server synchronization	Download	Address book data updated on the network server is synchronized to a handset.
Download from server	Download	All address book data on the network server overwrites address book data on a handset.

3. Usage charge

Basic monthly charge: 100 yen (105 yen including tax)

*No basic monthly charge will be billed until the billing month of August 2006 as part of a scheduled promotional campaign

*Separate packet communication charges apply when using Vodafone Address Book

4. Applicable packet communication discount services

Dual Packet Flat-rate, Happy Packet, Packet Economy

5. Compatible handsets

The Vodafone 904T by Toshiba

* More compatible handsets are planned for the future

6. Service launch

From mid-March 2006 (applications accepted from 1 March)