

31 January 2006

Vodafone K.K. to make Disaster Message Board Service toll-free

Vodafone K.K. announces today that from 10am on 1 February 2006 web communication fees will be toll-free when accessing the Disaster Message Board Service*¹. First launched in April 2005, the Disaster Message Board Service lets customers confirm the safety of their family and friends via Vodafone live! in the event of a major disaster.

The following web communication charges will not be charged when customers use the following Disaster Message Board Service options via Vodafone live! (both in English and Japanese).^{*2}

- Viewing of Disaster Message Board top page
- Registering, confirming and deleting personal safety information
- Registering, deleting and changing of addresses for automatic mail notifications
- Sending of automatic mail notifications

To let customers get familiar with the details and methods of using the Disaster Message Board Service, Vodafone K.K. offers a trial service*³ available on the first day of every month (excluding the month of January). Customers will also be able to use this trial service without paying web communication charges.

Vodafone K.K. will continue to enhance service convenience and offer richer communication to customers.

*1 Applies to web communications for V4/V3(J-0x) series handsets and packet communications for V6/V5(J-5x) and Vodafone 3G series handsets.

*2 Web communication charges apply in the following cases:

- Service is accessed while roaming outside Japan.
- URL in an automatically sent notification mail is accessed (first page only).
- Disaster Message Board Services of non-Vodafone K.K. operators are accessed.
- Disaster Message Board Service is registered to "Favorites" or "Bookmarks" before 1 February 2006 with V6/V5 series, J-5x series, and V8 series handsets and first page is accessed using web communications. (This occurs due to partial change in the URLs to make the service toll-free. Web communications will not be charged if customers delete "Disaster Message Board Service" from their Favorites or Bookmarks and re-register by accessing via the Vodafone live! top menu from 10am 1 February 2006 onward).

*3 Trial service information as follows:

Days of operation: First day of every month (excluding January), and during Japan's "Disaster Prevention Week" (30 August to 5 September) and "Disaster Prevention and Volunteer Week" (15 to 21 January).

Accessible functions: Registering, confirming and deleting personal safety information (not possible to send automatic mail notifications).

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- Vodafone and Vodafone live! are registered trademarks or 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.