News release

Vodafone K.K. releases V403SH with compact and striped design

Vodafone K.K. today announces that it will commence sales of the V403SH, a new PDC (2G) handset by Sharp, on 25 February 2006 in the Kanto-Koshin, Tokai and Kansai regions, and all other regions on 4 March.

The V403SH is a compact, square-shaped clamshell model that sports a modern striped design and features a 2.2-inch Mobile ASV LCD and 2 megapixel camera for superior viewing and picture taking. The handset is not only stylish on the outside; it also supports 'Custom Screens' for menu screen icon and wallpaper customisation, allowing customers to express their individuality on the display screen. The V403SH also includes a host of convenient features such as a one-touch function that calls up new message composition screens addressed to frequently-mailed contacts, and received mail viewing when composing replies. It also comes equipped with "Simple Mode" for easy operations and large font displays.

The main features of the V403SH are as follows:

- Compact, square-shaped clamshell model with a modern striped design
- 2.2-inch Mobile ASV LCD and 2 megapixel CCD camera for superior viewing and picture taking
- 'Custom Screens' for menu screen icon and wallpaper customisation to suit one's style
- Enriched basic functions for ease-of-use, including a host of mail features to make the composition and management of mail even more convenient, and 'Simple Mode' for beginners and mature customers

For more information on the V403SH, please see the attached appendix.

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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 137 countries and regions on 188 networks. For more information, please visit www.vodafone.jp   *Above data is current as of 31 January 2006.

V403SH by Sharp

1. Main features

   - <u>Compact, square-shaped clamshell model with a modern striped design</u>
     The V403SH sports a modern striped design, and its thin, compact square-shape fits perfectly in a handbag or pocket. With its sleek upper panel, manufactured using the double-in mould production method*, and easy-to-use square keypad design, the V403SH strikes the right balance between form and function.
     *Double-sided mould production to give a feeling of depth.

   - <u>2.2-inch Mobile ASV LCD, 2 megapixel CCD camera for superior viewing, picture taking</u>
     The V403SH comes equipped with a wide-angle-view 2.2-inch Mobile ASV LCD for superior viewing, and features a 2.02 megapixel CCD mobile camera on the back of the handset, allowing customers to take photos up to 1,224 x 1,632 pixels resolution and enjoy a variety of functions such as zoom, continuous shooting, and timer.

   - <u>'Custom Screens' for menu screen icon and wallpaper customisation to suit one's style</u>
     The V403SH features 'Custom Screens' which lets customers customize menu screen icons and wallpaper, antenna display and battery indicator to suit their style. The handset and bundled miniSD^{TM} Memory Card come preinstalled with various content such as popular Disney characters and graphic content that matches the handset's exterior design and colour, allowing customers to express their individuality on the display screen.
     *Free and chargeable 'Custom Screens' content is available. A 'Custom Screen Key' download is necessary to use chargeable content. Communication charges apply when downloading the 'Custom Screen Key'.

   - <u>Enriched basic functions for ease-of-use, including a host of mail features to make the composition and management of mail even more convenient, and 'Simple Mode' for beginners and mature customers</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

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 pixels) Mobile ASV LCD (max. 260,000
	Sub	1 line, 6 full characters (12 x 72 pixels) monochrome LCD
Mobile Camera	Pixels/type	2.02 million effective pixels/CCD
	Zoom	Max. approx. 10x digital zoom
	Max. photo size	1,224 x 1,632 pixels
Full-screen character display (full size characters when displaying received mails)		50 characters (10 characters x 5 lines) / 100 characters (10 characters x 10 lines: standard size) / 400 characters (20 characters x 20 lines)
Max. no. mail (received/sent)		1,500 / 480*
Max. photo capacity (no. photos)		8MB shared (max. approx. 1,600*)
External memory		miniSDTM Memory Card (32MB included)
Polyphonic ring tone voices		40
Other main functions		V-appli (50K Appli), Custom Screens, Weather indicator, Bilingual menus, IrDA, QR code reading/composition, Predictive text entry (Keitai Shoin 4), Voice recorder
Colour variations (pictured)		Red Stripe, Black Stripe, Blue Stripe

*Saving capacity depends on file sizes.

3. Retail price (standard set): open price

   Standard set includes mobile handset, battery pack, rapid charger, miniSD™ Memory Card (32MB) and miniSD™ Memory Card adapter

4. Availability

   From 25 February 2006 in the Kanto-Koshin, Tokai and Kansai regions, and all other regions from 4 March

V403SH

(Manufactured by Sharp)

From Left: Red Stripe, Black Stripe, Blue Stripe