

24 February 2006

**Vodafone K.K. announces first content for Vodafone live! CAST***“yubio” and two other mobile magazines to launch in March 2006*

Vodafone K.K. today announces the launch of content for Vodafone live! CAST, an automatic content delivery service scheduled to begin with the mid-March 2006 rollout of two new compatible 3G handsets, the Vodafone 904T by Toshiba and the Vodafone 804N by NEC. The visual mobile magazine “yubio” will debut as the first available content. “AkibaRun!” and “chu\*rara” are scheduled to follow later in March to give customers more variety to choose from.

More details of the mobile magazines scheduled for March are as follows:

- yubio**            The name “yubio” comes from a play on words using the Japanese word for thumb, which is “oya-yubi”. “yubio” is a visual mobile magazine that readers can quickly flick through with their thumbs, hence the name “yubio”. Targeted at males from 25 to 35 years of age, yubio aims to be a visually oriented all-round entertainment magazine with set themes for each day of the week. Each issue, delivered daily, will have approximately 15 pages.
- AkibaRun!**        “AkibaRun!” features up-to-the-minute information on products hitting the stores and other items of interest from Akihabara, the world-famous mecca for manga, anime, figurines and other Japanese pop culture products. Experts on different genres will also introduce best buy items in their columns. Each issue, delivered daily, will have approximately 20-30 pages.
- chu\*rara**           Targeted at females from 14 to 20 years of age, “chu\*rara” features information on “gal culture” (fashion, make up, social circles etc.) and events originating from Shibuya, Tokyo’s trendsetting entertainment district. Utilising its daily format, “chu\*rara” aims to help form reader communities by offering sections for Sha-mail and other types of submissions and chances for readers to become models in the pages of the magazine. Each issue, delivered daily, will have approximately 20-30 pages.

Japan Mobile Communications Inc. (J-MOBILE) is developing the mobile magazines listed above and Vodafone K.K. will present them. To meet the diverse needs of customers, Vodafone K.K. plans to offer an even richer selection of mobile magazines in the future. Vodafone live! CAST aims to provide a new style of mobile media that enables customers to enjoy the content they want to read, whenever and wherever they want to read it, delivered every morning directly to their handsets.

For sample images of the mobile magazines and details on Vodafone live! CAST, please see the attached appendices.

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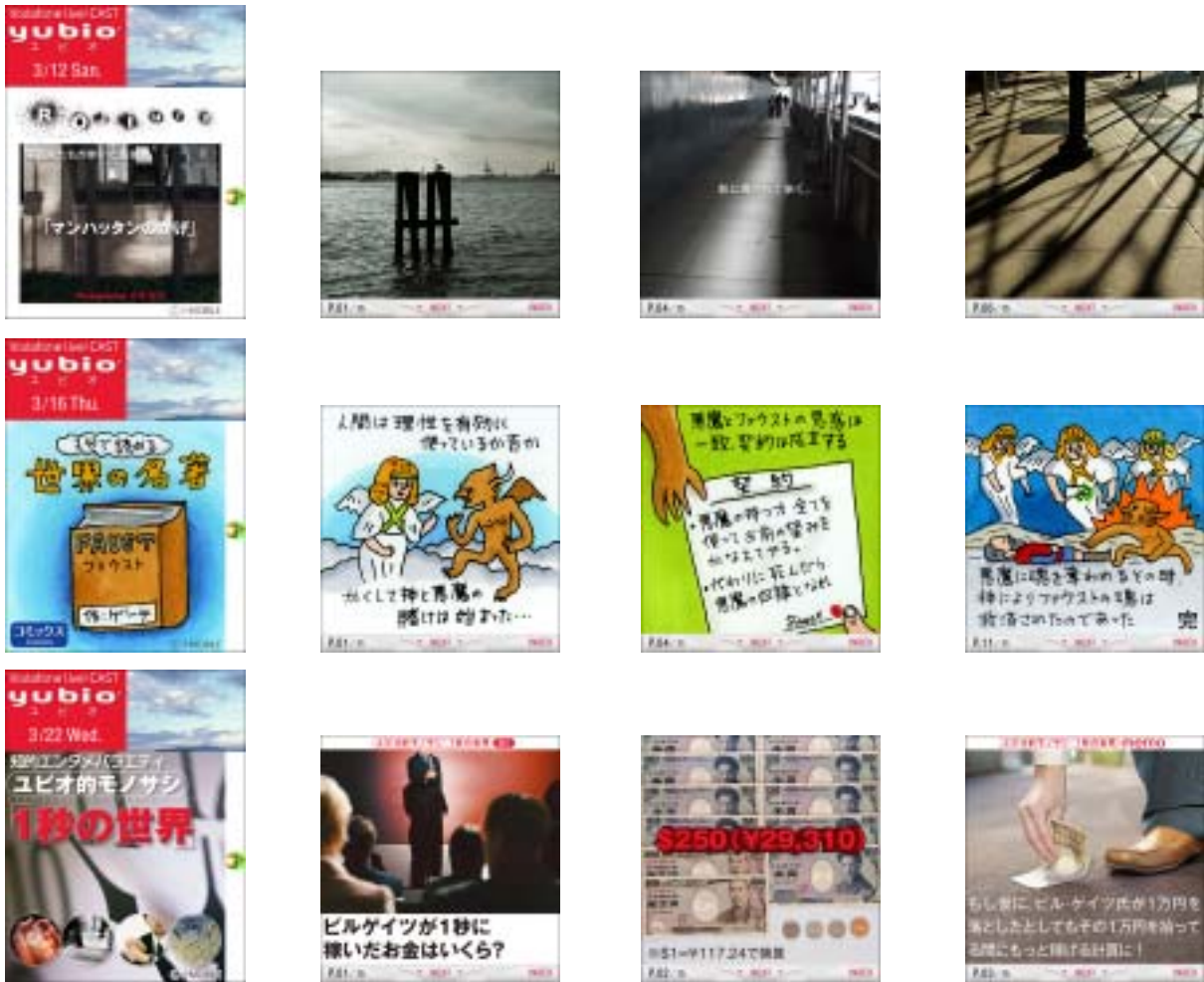
### **About Vodafone K.K.**

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](http://www.vodafone.jp)

\*Above data is current as of 31 January 2006.

Mobile magazine sample images

- **yubio** scheduled to launch in mid-March (daily, approx. 15 pages per issue)



- **AkibaRun!** scheduled to launch in late-March (daily, approx. 20-30 pages per issue)



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- **chu\*rara** scheduled to launch in late-March (daily, approx. 20-30 pages per issue)



\*Above screen shots are simulated and may differ from actual content.

## Vodafone live! CAST

### 1. Service overview

Vodafone live! CAST is a service that automatically delivers content to handsets overnight. Large-size content (maximum 1MB) is automatically delivered during the 2am-7am timeframe and saved to handset memory so customers can enjoy content in a magazine-like fashion, whenever they like, regardless of whether they are in or out of network range.

### 2. Method of subscription

Customers can subscribe from the handset menu by choosing "CAST", then "Service registration/cancellation" and connecting to the web page for registering or canceling CAST. Customers can then register for the service and select their desired content.

### 3. Usage charge

Basic monthly charge: 300 yen (315 yen, including tax and communication charges)

\* Subscription to Vodafone live! is required (Vodafone live! monthly basic charge is 300 yen [315 yen including tax])

\* Packet communication charges apply when registering for, changing or canceling service.

### 4. Compatible handsets

Vodafone 904T by Toshiba and Vodafone 804N by NEC

\* More compatible 3G handsets are planned for the future

### 5. Service launch

From mid-March 2006

### 6. Production

Japan Mobile Communications Inc. (J-MOBILE)

### 7. Presentation

Vodafone K.K.