



Vodafone K.K. to introduce wireless software upgrades

New function to be introduced in future handsets, starting with Vodafone 904SH

Vodafone K.K. today announces that it will introduce a new function that will allow customers to download handset software upgrades wirelessly. The new function will be introduced in new models beginning with the Vodafone 904SH, a new 3G handset by Sharp, scheduled to go on sale in late April 2006. The function will enable customers to upgrade their handset software without visiting Vodafone shops.

The new function will not only allow customers to upgrade software instantly, it will also let users set a desired time to download software upgrade files, avoiding the need to do so when they are busy or during times when their handsets are often in use. Before upgrading software, the function will also automatically check remaining battery levels. Communication charges will not apply when upgrading software.

Vodafone K.K. will continue to develop and introduce services to further enhance customer convenience.

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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.