

17 March 2006

Service completion of price plan

Vodafone K.K. today announces that in the August 2006 billing month*¹ it will end Limit Plan, a price plan offered in the Hokkaido, Tohoku-Niigata, Kanto-Koshin, Hokuriku, Chugoku, Shikoku and Kyushu-Okinawa contract regions.

After introducing nationwide price plans in February 2003, Vodafone K.K. stopped accepting new applications and change requests for Limit Plan and other price plans introduced prior to February 2003 from September 2003.

Customers subscribing to Limit Plan will be informed of the service completion by direct mail and other methods. In addition, customers that continue to subscribe to Limit Plan at the time of service completion will be automatically migrated to Low Call Plan*² from the September 2006 billing month*³. Low Call Plan's basic monthly charge is 200 yen (210 yen including tax) less than Limit Plan's, and has identical voice call and mail rates.

*1: Limit Plan service completion dates differ according to monthly bill closing dates. Service will complete on 10 August 2006 for customers with bills closing on the 10th of every month, 20 August 2006 for customers with bills closing on the 20th of every month, and 31 August 2006 for customers with bills closing on the last day of every month.

*2: Excluding customers subscribing to Limit Plan at the time of service completion, new applications and change requests for Low Call Plan will not be accepted.

*3: Low Call Plan start dates differ according to monthly bill closing dates. Service will begin on 11 August 2006 for customers with bills closing on the 10th of every month, 21 August 2006 for customers with bills closing on the 20th of every month, and 1 September 2006 for customers with bills closing on the last day of every month.

- ends -

Reference: Low Call Plan (T) rates (for the Kanto-Koshin contract region)

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|--|--|--|--|--|---|
| Basic monthly charge | | 3,300 yen (3,465 yen including tax) per month | | | |
| | | Weekday daytime (8:00-19:00) | Weekday nighttime (19:00-23:00) | Sat., Sun., holiday nighttime (8:00-23:00) | Late night/early morning (23:00-8:00) |
| Main voice call rates | To fixed-lines (in same prefecture) | 14 yen per 22.5 sec. (14.7 yen incl. tax) | 14 yen per 30.5 sec. (14.7 yen incl. tax) | 14 yen per 31.5 sec. (14.7 yen incl. tax) | 14 yen per 42.5 sec. (14.7 yen incl. tax) |
| | To fixed-lines (in other regions) | 14 yen per 22.5 sec. (14.7 yen incl. tax) | 14 yen per 25.0 sec. (14.7 yen incl. tax) | 14 yen per 30.0 sec. (14.7 yen incl. tax) | 14 yen per 37.5 sec. (14.7 yen incl. tax) |
| | To Vodafone K.K. handsets | 14 yen per 16.5 sec. (14.7 yen incl. tax) | 14 yen per 26.5 sec. (14.7 yen incl. tax) | 14 yen per 30.0 sec. (14.7 yen incl. tax) | 14 yen per 40.0 sec. (14.7 yen incl. tax) |
| | To non-Vodafone K.K. handsets | 14 yen per 15.0 sec. (14.7 yen incl. tax) | 14 yen per 23.5 sec. (14.7 yen incl. tax) | 14 yen per 26.0 sec. (14.7 yen incl. tax) | 14 yen per 35.0 sec. (14.7 yen incl. tax) |
| | To PHS | 14 yen per 20.0 seconds (14.7 yen including tax) | | | |
| Mail rates | Sky Mail | 3 yen (3.15 yen including tax) per mail | | | |
| | Long Mail | 8 yen (8.4 yen including tax) per mail | | | |

- Sky Mail is a registered trademark of Vodafone K.K.

- Vodafone is a registered trademark of Vodafone Group Plc.