



Vodafone K.K. Love Flat-rate customers exceed 1 million

Vodafone K.K. today announces that Love Flat-rate customers topped 1 million as of 9 April 2006. The achievement comes approximately 5 months after the service was introduced on 1 November 2005.

Love Flat-rate is Japan's first*¹ mobile service that allows customers to call and mail*² a designated party (one Vodafone K.K. phone number) as much as they like for 300 yen (315 yen including tax) per month on top of basic monthly charges. The service also offers 50% off*³ video calls.

Vodafone K.K. will continue to go beyond borders and offer richer communication to customers by expanding price plans and flat-rate services.

- 1: According to Vodafone K.K.
- 2: Applies to mails exchanged via Vodafone K.K. phone numbers. V8 series VGS Mail and J-5x/V6/V5 series Super Mail are not applicable.
- 3: Customers can make unlimited video calls to designated parties for a limited time until the close of the May 2006 billing month as part of a promotional campaign.

- ends -

Vodafone is a registered trademark 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 142 countries and regions on 200 networks. For more information, please visit www.vodafone.jp *Above data is current as of 31 March 2006.