

18 May 2006



## **Vodafone K.K. to change name to SOFTBANK MOBILE Corp.**

Vodafone K.K. today announces that on 1 October 2006 it will change its company name to SOFTBANK MOBILE Corp. The brand will also migrate from Vodafone to SOFTBANK, and the corporate logo will shift entirely to the design used by SOFTBANK Group companies.

Preparations are underway to rebrand the 1,856\* Vodafone shops nationwide and other customer touch points, and rename products and services in time for the company name change on 1 October.

With this company name and brand change, Vodafone K.K. will maximize synergies as a member of the SOFTBANK Group, a comprehensive IT company, both in name and reality. At the same time, Vodafone K.K. will endeavor to provide innovative and high-value-added products and services with the SOFTBANK Group to realize the IT revolution.

1. New company name  
SOFTBANK MOBILE Corp.
2. Time of change  
1 October 2006

For a visual of the new logo, please see the attached appendix.

\*As of the end of April 2006.

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- Vodafone and the speech mark symbol are registered trademarks or trademarks of Vodafone Group Plc.

- SOFTBANK, the SOFTBANK name and logo are registered trademarks or trademarks of SOFTBANK Corp. in Japan and other countries.

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

Vodafone K.K. (President & CEO: Masayoshi Son) is a leading mobile operator in Japan with over 15 million customers and a member of the SOFTBANK Group. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services, including Vodafone live!, and launched the mobile industry's first picture messaging service (Sha-mail) in November 2000. Vodafone K.K.'s 3G service offers Japan's largest roaming footprint with coverage in 144 countries and regions. Vodafone K.K. is now working in close cooperation with other SOFTBANK Group companies to accelerate the pace of the IT revolution. For more information, please visit [www.vodafone.jp/english/](http://www.vodafone.jp/english/)

\*Above data is current as of 30 April 2006.



**SOFTBANK logo**