

1 June 2006

Vodafone K.K. consolidates Customer Centers in West Japan

Centers in Chugoku and Shikoku to be incorporated into Kyushu Center

Vodafone K.K. announces today that it will expand its Fukuoka Customer Communication Center located in Sawara Ward, Fukuoka City to integrate its Customer Communication Centers currently located in Hiroshima City and Takamatsu City, and begin operations under the new structure from 24 July 2006. With this consolidation, Vodafone K.K. will have a total of 4 Customer Communication Centers nationwide, located in Miyagi, Aichi, Osaka and Fukuoka Prefectures.

The Fukuoka Customer Communication Center has approximately 440 desks, which will be expanded to approximately 770 for the integration. By combining the Customer Communication Centers currently located in the Chugoku, Shikoku and Kyushu regions, disparities will be eliminated, enabling greater customer response consistency and even higher customer satisfaction. The consolidation will also enable a streamlined structure and administration process to increase operational efficiencies and an improved cost structure. Under the new organization, Vodafone K.K. plans to staff the Fukuoka Customer Communication Center with approximately 850 people and contribute to the local community with continued employment opportunities.

Vodafone K.K. chose to integrate its Customer Communication Centers in West Japan in Fukuoka City for the following reasons.

1. Fukuoka Prefecture and Fukuoka City has a long record of attracting companies, and a highly skilled and stable workforce.
2. No additional large investment is necessary as Customer Communication Center facilities already exist in Fukuoka City.

On 7 April 2003, Vodafone K.K. combined its Customer Communication Centers located in the Hokkaido, Tohoku/Niigata, Kanto/Koshin and Hokuriku regions in a new East Japan Customer Communication Center (located in Tomiya Town, Miyagi Prefecture). This consolidation enabled consistent customer service under a unified structure, lower operation costs, and an improved work environment for employees.

- ends -

- Sha-mail is a registered trademark of Vodafone K.K.

- Vodafone and Vodafone live! are registered trademarks or trademarks of Vodafone Group Plc.

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/

*Above data is current as of 30 April 2006.