

14 June 2006

Vodafone K.K.'s RECO MAIL lets customers send content as attachments

New communication service uses Super Distribution copyright protection method

Vodafone K.K. announces the launch today, 14 June 2006, of a new service called 'RECO MAIL' that enables customers to send their favorite content such as Chaku-Uta[®], Chaku-Video, and wallpaper/Flash[®] via MMS and other methods to friends and acquaintances as recommendations. At the time of launch, 17 content sites (approximately 33,780 files) on Vodafone live! support RECO MAIL.

RECO MAIL is compatible with a copyright protection method that uses encrypted content files and Content Keys, which decode encrypted content files. Using this system called Super Distribution, customers can playback or display encrypted files, regardless of how they are received, by obtaining Content Keys.

There are two main methods of obtaining RECO MAIL content files. The first method is to download Chaku-Uta[®], Chaku-Video, wallpaper/Flash[®] from Vodafone live!, via Menu List > Mail Content > RECO MAIL*¹. The other method is to look up seven digit RECO MAIL numbers listed in Vodafone K.K. catalogs, posters, and the company website, and send a corresponding number to a dedicated mail address (mail@fw.vodafone.jp), which then sends an automated reply with the desired content file (Chaku-Uta[®], Chaku-Video, wallpaper/Flash[®]). With either method, customers save encrypted files to handset memory and need to obtain content keys*².

By simply attaching encrypted content files to an MMS, files obtained using the above methods can be sent to friends and acquaintances as recommended content. RECO MAIL content can also be transmitted by other methods, including Bluetooth[®], infrared and memory cards.

Recommended content recipients can playback or display encrypted files by obtaining Content Keys*². Naturally, recipients can also recommend the files they receive to other people. RECO MAIL is available to customers with Vodafone K.K. 3G handsets*³. Mails sent from Vodafone K.K. phone numbers are free to receive so RECO MAIL recipients pay no communication charges*⁴.

For more information on RECO MAIL, please see the attached appendices.

*1: Content is available in Japanese only.

*2: In addition to communication charges, separate information charges apply when obtaining Content Keys. Some content is available free of information charges.

*3: Some content may not be available for certain handsets.

*4: Applicable to mails using Vodafone K.K. phone numbers.

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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 151 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 31 May 2006.

- Chaku-Uta® is a registered trademark of Sony Music Entertainment Inc.
- Macromedia® Flash™ is a trademark or registered trademark of Adobe Systems, Inc. in the U.S. and other countries.
- Bluetooth® word mark is owned by the Bluetooth SIG, Inc. and any use of such mark by Vodafone K.K. is under license.
- RECO MAIL, Chaku-Video and Sha-mail are registered trademarks or trademarks of Vodafone K.K.
- Vodafone, Vodafone live! and the speech mark device are registered trademarks or trademarks of Vodafone Group Plc.

Vodafone K.K. RECO MAIL

1. Service overview

RECO MAIL is a service that enables customers to send their favorite content such as Chaku-Uta[®], Chaku-Video, and wallpaper/Flash[®] via MMS and other methods to friends and acquaintances as recommendations.

- RECO MAIL content files can be obtained by two main methods:
 - Download desired Chaku-Uta[®], Chaku-Video, wallpaper/Flash[®] content files from the Vodafone live!, via Menu List > Mail Content > RECO MAIL (communication charges apply*¹)
 - Send corresponding seven digit RECO MAIL numbers listed in Vodafone K.K. catalogs, posters and the company website to dedicated mail address (mail@fw.vodafone.jp), and receive an automated reply with desired content file (Chaku-Uta[®], Chaku-Video, wallpaper/Flash[®]) (communication charges apply*¹)
- There are four methods for recommending content:
 - Attach to an MMS and send*² (communication charges apply*¹)
 - Send via Bluetooth[®] (no communication charge)
 - Send via infrared (no communication charge)
 - Transfer with a memory card (no communication charge)

A customer receiving recommended content via one of the above methods does not pay receiving charges*³. Recommended content recipients can playback or display files by obtaining separate Content Keys (communication charges apply*⁴). Recommended content recipients can also recommend files they receive to other customers using the above methods.

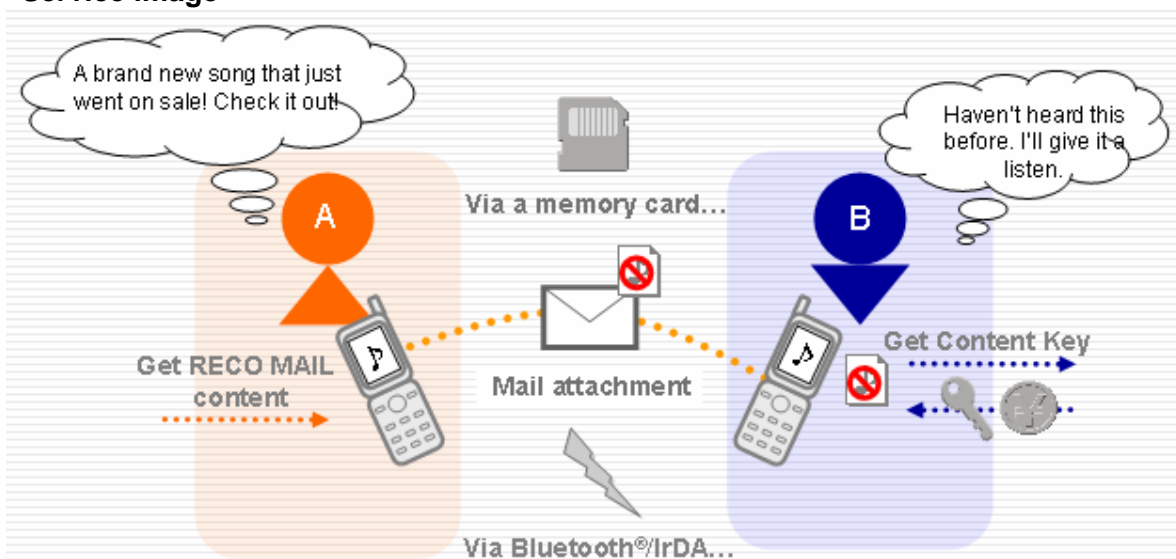
*1: Flat-rates and discount services including Dual Packet Flat-rate, Love Flat-rate, Mail Flat-rate, Happy Packet, Family Discount and Designated Number Discount are applicable.

*2: MMS cannot exceed the maximum limit (300KB) per message. MMS may not be sent in some cases if additional files are attached or long text is included.

*3: When an MMS is received via a Vodafone K.K. phone number. Communication charges apply to MMS received via e-mail.

*4: In addition to communication charges, separate information charges apply when obtaining Content Keys. Some content is available free of information charges.

Service image



2. Compatible handsets

Vodafone K.K. 3G handsets

* Some content may not be available for certain handsets.

3. Service launch

14 June 2006

4. RECO MAIL compatible content at time of launch (planned)

Chaku-Uta[®]

Content name	Content provider	Information charge (including tax)
@MUSIC.JP	MTI	315 yen/month
@Mecha Uta	Infocom	105 yen/song, 210 yen/song
Anime Song Kingdom Recome	NEC	315 yen/month, 525 yen/month
Excite Music Recome	Excite	105 yen/song, 210 yen/song, 315 yen/song
Cho-netsuretsu! Anison Tamashi	Excite	21 yen/song, 52 yen/song, 105 yen/song, 210 yen/song, 315 yen/song
Disney Koshiki Uta	Walt Disney Japan	105 yen/song
BEING GIZA RECO MAIL	ZET	105 yen/song
Best Hit Anime/TV 2.0	AXEL MARK	105 yen/song, 157 yen/song, 210 yen/song
Best Hit J-POP 2.0	AXEL MARK	105 yen/song, 157 yen/song, 210 yen/song
Best Hit Yogaku 2.0	AXEL MARK	105 yen/song, 157 yen/song, 210 yen/song
UKP+Best Hit! [Tenso]	IC Agency	84 yen/song, 105 yen/song, 157 yen/song
Recome Warner Mobile	Excite	105 yen/song, 210 yen/song, 262 yen/song, 315 yen/song
Total files in category		approx. 33,250

Chaku-Video

KUWAGATA TUMAMI	SUCCESS	52 yen/file, 105 yen/file
Best Hit Video 2.0	AXEL MARK	105 yen/file, 157 yen/file, 210 yen/file
Total files in category		approx. 400

Wallpaper/Flash[®]

Idol ga Cho-ippai	STARGATENETWORK	315 yen/month
Disney Character	Walt Disney Japan	31 yen/file
Hello Kitty & Charmy Kitty	Bandai Networks	42 yen/file
Total files in category		approx. 130

5. RECO MAIL number content with no information charge

Free RECO MAIL content is available so customers can easily enjoy the service. If customers send a mail to a dedicated mail address (mail@fw.vodafone.jp) with a seven digit RECO MAIL number, they will receive an automated reply with corresponding content. They can then enjoy the content on their 3G handset after obtaining a Content Key for no information charge.

* No information charge, but separate communication charges apply for sending/receiving mail and obtaining Content Key.

Image	RECO MAIL No./ File name/Content provider	Image	RECO MAIL No./ File name/Content provider
	0606013		0606015
	KUWAGATA-TUMAMI opening		KUWAGATA-TUMAMI self-intro
	SUCCESS		SUCCESS

- Other company names, product and service names listed above may be trademarks or registered trademarks of respective companies.