



New domain name for mobile mail addresses

“softbank.ne.jp” to be introduced with brand change to SOFTBANK

Vodafone K.K. announces that from 1 October 2006 mail addresses using the “softbank.ne.jp” domain name (portion that comes after the ‘@’ symbol) will be introduced to the company’s mobile internet mail service, coinciding with the change to the SOFTBANK brand. As a result, customers signing up for new contracts from 1 October onwards will receive “softbank.ne.jp” mail addresses.

Existing customers will be able to continue to use the “vodafone.ne.jp” mail address domain name even after the brand change. However from 1 October if they change their mail address user names (portion that comes before the ‘@’ symbol), the domain name will also change to “softbank.ne.jp”.

From 29 June Vodafone K.K. has been offering a function in “Custom Mail Set-up” that allows a customer using the same phone number to revert back to the immediately previous mail address within a 60 day period after a change request. By using this function, a customer can go back to using a mail address with the “vodafone.ne.jp” domain, even after 1 October*.

* From 1 October customers who change their mail address user names more than once cannot go back to using the “vodafone.ne.jp” domain name.

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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 158 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 June 2006.

- Vodafone K.K. will change its company name to SOFTBANK MOBILE Corp. on 1 October 2006.
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