

January 25, 2007  
SOFTBANK MOBILE Corp.

## **SoftBank Introduces “Double White”**

*New discount service for White Plan offers 50% off on domestic calls*

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son, hereinafter “SBM”) announced that from March 1, 2007 it will introduce “Double White”, a discount service that provides 50% off on the domestic call tariff of 10.5 yen (including tax) per 30 seconds. This is a discount service exclusive to the “White Plan” which has been well received by customers with its fixed monthly charge of 980 yen (including tax).

In addition, the service also offers 50% off domestic “Video Call” and “64K Digital Data Communication” tariffs of 18.9 yen (including tax) per 30 seconds.

Applications from existing customers to subscribe to Double White will be accepted from February 21, 2007 prior to other customers.

An overview of Double White is as follows:

1. Service name: Double White
2. Fixed monthly charge: 980 yen (including tax)
3. Discount details

<Domestic voice call charges>

Destination / Time		Before discount	After discount
SoftBank handsets	1:00-21:00	Free	Free
	21:00-1:00	21 yen (incl. tax) per 30 sec.	<b>10.5 yen (incl. tax) per 30 sec.</b>
Others / All day		21 yen (incl. tax) per 30 sec.	<b>10.5 yen (incl. tax) per 30 sec.</b>

<Domestic Video Call / 64K Digital Data Communication charges>

Destination / Time	Before discount	After discount
Uniform / All day	37.8 yen (incl. tax) per 30 sec.	<b>18.9 yen (incl. tax) per 30 sec.</b>

4. Date for accepting applications: March 1, 2007

Applications from existing customers to subscribe to Double White will be accepted from February 21, 2007 through interactive voice response system by dialing \*5535 (toll free, from SoftBank handsets) or “My SoftBank”, online service via PCs or SoftBank handsets prior to other customers. However, applications from existing customers who wish to change their contracts from 2G to 3G, or upgrade their handsets will be accepted from March 1, 2007.

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