

May 9, 2007
SOFTBANK MOBILE Corp.

Launch of “White Family 24” ***24 hours free voice calls between family members***

SOFTBANK MOBILE Corp. (Head office: Minato-ku, Tokyo; Representative: Masayoshi Son) announced that it will launch a new family discount service “White Family 24”. The service provides 24 hours free voice calls (domestic call) between “White Plan” family members without any additional fee, and will be applied from the June 2007 billing month. “White Plan” has been well received by customers since its introduction, and the number of applications for the plan exceeded four million.

Those who are already subscribing to “White Plan” and “Family Discount”, “White Family 24” will be automatically applied from the June 2007 billing month.

With this launch, “White Plan” will be evolving to further attractive price plan for the customers.

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- “White Family 24” is an alias for “Family Discount (White Plan)”
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